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BAY REGION BUSINESS

Vol. 16 1959

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New Chamber Officers and Directors Begin 1959 Term

President

JACK H. HOW

President, Western Machinery Co. and Western-Knapp Engineering Co. since 1953; Managing Partner, Edward R. Bacon Co. since 1944. Born in Salt Lake City, 1909. Graduated, Stanford Univ., 1930. Member, Rotary Club of S. F., Engineers Club of S. F., American Inst. of Mining & Metallurgical Engineers (A.I.M.M.E.); Dir., American Mining Congress (A.M.C.); Chairman, Board of Governors, Manufacturing Division, 1958 American Mining Congress; Director of Pacific National Bank, S. F. Boys Club.



President's Message

"Economic prospects this year for San Francisco, the Bay Area and the Bay Region—the richest, most diversified and most significant market in the West—are as bright as gold," Jack H. How, 1959 president of the Chamber, said this week.

"However, in view of the competition and despite accomplishments of the past decade, the business community of San Francisco cannot rest on its laurels and must take the action necessary to insure the grasping of its opportunities."

First Vice President

DAN E. LONDON

Managing Director, St. Francis Hotel and V-P, Western Hotels. Born, Seattle. Attended Univ. of Washington. Hotel management in Northwest until 1935 when he moved to San Francisco as manager of the Sir Francis Drake Hotel and became manager, St. Francis Hotel, 1938. Director, S. F. Convention and Visitors Bureau and G. G. Bridge and Highway District. Past President, California State Hotel Assn. Commodore, Great Golden Fleet. Life member, National Rifle Association.



Second Vice President

O. R. DOERR

Vice-President in Charge of Sales, Pacific Gas & Electric Company. Born in St. Louis, Mo. Educated at St. Louis University and U. S. Naval Academy. With Great Western Power Co., 1921; joined P.G. & E., 1930; general sales manager, 1939; vice-president, 1948. Past President, Pacific Coast Gas Assn., S. F. Sales Managers' Assn., and Electric Club of San Francisco. Several years taught salesmanship and management, University of California Extension Service.



Third Vice President

B. F. BIAGGINI, JR.

Vice Pres., Exec. Dept., Southern Pacific Co. Born, New Orleans, 1916. Educated at St. Mary's Univ. of Texas; St. Thomas University, Houston; University of Houston; Harvard Bus. School. Entered railroad service, 1936, Texas & New Orleans Railroad. Entered S.P.'s executive office at Houston in 1953 as Exec. Asst. Joined S. F. office of So. Pacific as vice pres. in August, 1956. Member, American Railway Engineering Association.



Fourth Vice President

G. L. FOX

General Manager, San Francisco Chamber of Commerce. Born in Stockton. Attended University of California with major studies in industrial engineering and management. Spent 3 years as working newspaperman and managing editor. Was industrial and traffic director of Parr-Richmond Terminal Corp. and Parr Terminal Co. for 6 years before joining San Francisco Chamber in 1943. Prior to affiliation with Parr, was manager, industrial department, Stockton Chamber, for 13 years, and had broad experience in manufacturing, mining and other fields.



Treasurer

WILLIS M. HOLTUM

Mgr., Western Div., City Mortgage Dept., Equitable Life Assurance Society of U. S. Born in San Jose, 1900; attended San Jose schools and Univ. of Calif. Pacific Title Ins. Co., 1926. Served with Aetna Life Ins. Co., Coldwell Banker & Co. and Federal Home Loan Bank Board. Joined Equitable 12 years ago. Past Pres., Mortgage Bankers Assn., No. Calif. Chap.; Past Pres., American Inst. of Real Estate Appraisers, No. Calif. Chapter. Presently Dir., City of Paris, Sterling Furn. Co., Goodwill Industries. Member, Commonwealth Club, Commercial Club, and Navy League.



Assistant Treasurer

VICTOR B. LEVIT

Partner, Long & Levit (attorneys). Born in Singapore of American parents in 1930. Stanford University (A.B. 1950; LL.B. 1952). Phi Beta Kappa and Order of Coif. Grader, California State Bar Examinations since 1956. Guest lecturer, Stanford Law School, 1958. American Bar Association, and author of article in American Bar Journal. Director, National Foundation for Infantile Paralysis (S. F. Branch). President, S. F. Junior Chamber of Commerce, 1958.



Secretary

MARIE A. HOGAN

Secretary, San Francisco Chamber of Commerce, since 1929. A native of Grass Valley, California. Selected as "Woman of Distinction in the Field of Public Relations" in 1957 by the Business and Professional Women's Clubs of San Francisco. Member, American Chamber of Commerce Executives; member, Board of Directors, Catholic Social Service of San Francisco. Serves as Secretary to the Board, custodian of Chamber records, and executes assignments directed by General Manager.



IVAN BRANSON

Founder and President, Morning Glory Sandwich Co. Born in Mariposa, 1901. Attended high school in Stockton, later learned telegraphy and worked for commercial firms and Associated Press, S.F. Began present business with S-cent sandwich delivery service, 1931. Firm now employs 45. Has served as President of Commercial Telegraphers Union; President, S.F. Gem & Mineral Society; and State President, National Exchange Club. During U.N. organization in S.F. he was named by Exchange Club to be consultant to U.S. State Department.

**ROBERT M. BROWN**

Partner, McCutchen, Doyle, Brown & Enersen. Born, Mobile, Alabama, 1911. Graduated Stanford University, 1931, Student Body President. Rhodes Scholar at Oxford University, England, Bachelor of Civil Law, 1934. Joined present firm after college, becoming partner, 1946. Served as Lt.-Commander, U.S. Navy, World War II. Member American Bar Association.

**ROBERT W. CAHILL**

President, Cahill Construction Co. Born in Oakland. Stanford University, Class of 1937. Vice President of Western Manganese Co., 1940-42. SeaBeas, U.S. Navy, 3 years. Has held present position since end of World War II. Director, Californians, Inc., St. Elizabeth's Hospital, Former Director, United Crusade, Red Cross. Telegraph Hill Neighborhood Association.

**E. W. CAREY**

E. W. (Stace) Carey, Vice President—Administration of Fibreboard Paper Products Corporation. Born in Melbourne, Australia, September 4, 1902. Graduated from Northwestern University School of Commerce in 1925; spent the next four years with Arthur Andersen and Company, public accountants in Chicago and Milwaukee. In 1929 joined United States Gypsum Company; during his 22 years with that organization, served as controller, general dealer sales manager, and finally vice president-personnel. Appointed to his present office for Fibreboard in April, 1957.

**EARLE C. DAHLEM**

Executive Vice President and General Manager of Wm. L. Hughson Co., Inc. Born in Summerfield, Ill., 1895. Enlisted in the Air Service in 1917. Became associated with his present company in 1920. In 1938 became manager and acquired a one-half interest in his firm. He belongs to the Polk-Van Ness Optimist Club, and became the Optimists' International Vice President in 1945-46. Director and Past President, S.F. Better Business Bureau; Director and Past President, San Francisco Motor Car Dealers Assn. He is a member of the Royal Arch Masons, S.F. No. 1; San Francisco Commandery No. 1 Knights Templar; the Islam Temple, and Royal Order of Jesters, S.F., Court No. 4.

**W. W. DAVISON**

Vice President, Standard Oil Company. Born, Peabody, Kansas, 1897. Graduated University of California, 1921, and joined Standard immediately as junior engineer. Served in various capacities until named general manager of the El Segundo Refinery in 1944 and elected vice president, 1948. Member, Board of Governors, Federated Employers of S.F.; member, Stock Exchange Club, American Petroleum Institute, N. A.M., and U.S. Chamber of Commerce.

**GEORGE M. DEAN**

Vice President and General Manager, Pacific Telephone and Telegraph Co. Born in Spokane, Wash. B.A., University of Idaho. Joined Pac. Tel. in 1924; held various engineering and supervisory positions until 1940. Served in U.S. Army 1940-45; released as Colonel. Asst. Vice Pres. Pac. Tel., Seattle, 1947-52; Vice Pres. and Gen. Mgr., Wash.-Idaho Area 1953-55; Asst. Vice Pres. A.T.&T. Co., 1956-57; became Vice Pres. and Gen. Mgr. Northern California Area, November, 1957. Trustee S.F. Bay Area Council, Governor United Bay Area Crusade. Member Executive Board, San Mateo County Boy Scout Council. Member Corporate Gifts Committee, S.F. Symphony Assn. Member Transportation Club, Commonwealth Club, Peninsula Golf and Country Club.

**ARTHUR J. DOLAN, JR.**

Vice President and Sales Manager, Blyth & Co., Inc. Born in S.F., 1908. Graduated Lowell High School; attended Columbia University. U.S. Army 1940-46, retiring as Lt.-Colonel. Has served as President, S.F. Jr. Chamber of Commerce; member, Employees Council, Bay Area Rapid Transit Commission; Director St. Francis Homes Assn., Junior Achievement; Chairman, Invest-in-America Week. Founded Big Brother movement in Jr. Chamber; Volunteers for Better Government. Chairman, Republican Finance Committee, S.F. President, S.F. Fire Commission.

**F. PASCHAL GALLOT**

Vice President and Manager, One Montgomery Street Office of the Crocker-Anglo National Bank. Born in Beaumont, Texas, and educated in Southern California. Associated with the Crocker-Anglo National Bank for over 35 years; elected Vice President in 1949 and Manager of the One Montgomery Street Office in 1957. Director of Channing Corporation and Vice President and Trustee of the Miranda Lux Foundation. Member of the Pacific-Union Club and Stock Exchange Club.

**FRANK P. GOMEZ**

Industrial Realtor. Actively engaged in industrial real estate for 20 years. Member and Director, S.F. Real Estate Board. First Vice President, Society of Industrial Realtors; Founder and Past President, Northern California Chapter, S.I.R. Member and Officer, S.F. Bay Area Council. Member, S.F. Commercial Club. Born in Mazatlan. Educated in San Francisco schools. Has a wide background and deep experience in industrial development.

**CHARLES THOMAS GRAY**

President, American Forest Products Corp. Born at Oakesdale, Wash., February 10, 1907. A.B., University of California at Los Angeles, 1929. Began career in 1929 as an office clerk, Yosemite Lumber Co., Merced Falls. General manager, Stockton Box Co., 1940-47, vice president in 1947, president in 1948. Vice president, American Forest Products Corp., 1948-53, director 1948, executive vice president 1954-55, president in 1956. President, director, Oregon Creek Lumber Co., 1945-52. Member State Chamber of Commerce, National Wooden Box Association (president Pacific Division 1950-51); Western Pine Association, treasurer, 1950. Belongs to Delta Sigma Phi, Alpha Kappa Psi, Masons, and the Olympic Club.

**GEORGE F. HANSEN**

Vice President, Matson Navigation Company. Born in San Francisco, 1906. Entire business career with Matson Navigation Company, having joined the company in 1926. Served in sales management positions in Chicago, London and New York, returning to San Francisco in 1945 as Passenger Traffic Manager. Became Vice President—Passenger Traffic in 1949.



Directors

(Continued from page five)

LESLIE B. WORTHINGTON

President, Columbia-Geneva Steel Division, United States Steel Corporation. Graduate, University of Illinois, 1923. Employed by United States Steel Corporation, 1923, as sales apprentice, South Chicago Works; became Vice President, United States Steel Supply Division, United States Steel Corporation in 1942. Appointed President, United States Steel Supply Division in 1946, appointed to his present position in 1957. Member, Board of Governors, United Bay Area Crusade; Board of Trustees, San Francisco Bay Area Council; Board of Directors, Stanford Research Institute; San Francisco Chapter National Safety Council; California Traffic Safety Foundation; Member, University of Illinois Foundation; Trustee, University of Illinois Y.M.C.A.; Member, American Iron and Steel Institute.



Ex-Officio Directors

RICHARD NELSON

President, San Francisco Area World Trade Association, an affiliate of the Chamber, Vice President, James S. Baker Co., San Francisco export-import firm, having joined the company in 1946. Graduate, University of California, 1938. Chairman, World Trade Week, 1957. Member, Commonwealth Club, Sierra Club, Oakland World Trade Club, active in Scouting activities.



PAUL ELDER, JR.

President, Retail Merchants Association of the Chamber, President of Paul Elder & Co. Born in Berkeley in 1906. Attended University of California, class of 1928. Joined the firm started by his father in 1930. Became manager in 1944. Served as a member of the Board of Directors of the American Booksellers' Association and is currently a member of the Board of Directors of the Booksellers' Association of Northern California. Member of the Rotary Club and



the Bohemian Club.

WILLIAM A. CARROLL

President, San Francisco Junior Chamber of Commerce, Attorney with offices in the Mills Building. Admitted to the California Bar in 1953. Member of the American and San Francisco Bar Associations. Formerly associated with the firm of Pillsbury, Madison & Sutro. A. B., University of California, 1949; LL. B., Harvard University, 1952. Member, Phi Beta Kappa, University Club.



I. W. SCHULKE

Executive Manager,
San Francisco
Junior
Chamber of Commerce



Progressogram No. 39*

Airlines Bus Terminal—a Need Fulfilled



San Francisco's new ultra-modern \$2 million Airlines Bus Terminal at Taylor and O'Farrell Streets, serving San Francisco International Airport, enhances the city's role as the major air terminal point of the Pacific Coast. It is the first of its kind west of New York.

The project, to be dedicated January 5, 1959, was built with private capital after an agreement signed September 1, 1956, between the Barrett Terminals, Inc. and five major airlines—American Airlines, Pan American World Airways, Trans World Airlines, United Air Lines and Western Airlines. The Barrett Terminals, Inc., which constructed the building for \$1.5 million on land costing \$500,000, agreed to lease the premises for 20 years.

Construction of the terminal was prompted by a grave need to eliminate traffic congestion caused by domestic and foreign airline buses parking on streets near central ticket offices in the Union Square area. Location of the Terminal at Taylor and O'Farrell Streets, on a reasonably direct route to the Airport and near most major hotels in the vicinity of Union Square, was deemed a natural move.

Facilities include a passport department, public rest rooms and lounges, an unclaimed baggage room, telephones, concessions, rental lockers, ticket counters, baggage conveyors, a bus concourse, off-street passenger loading zones, escalators, baggage rooms, elevators, and a large public waiting room.

The Terminal has about 40,000 square feet of floor space, according to Architect Frank W. Trabucco. With the future addition of a mezzanine, another 7,000 square feet will be made available to meet expansion needs. There are 273 square feet of counter space on the main floor with another 140 square feet of potential space if the mezzanine is added.

The public waiting room area is entered from O'Farrell Street through a wide entrance roofed over with a floating cantilevered marquee extending from the curb line to a large aluminum and glass entrance screen.

Heating of the public areas is by radiant heat pipes embedded in terrazzo flooring. The building is of reinforced concrete, steel and wood, fully sprinkled.

Razing of a four-story hotel, a six-story garage and a two-story garage on the site began in November, 1957.

(*A regular feature . . . ask the Chamber for reprints: EXbook 2-4511, Research Dept., Ext. 13 or 14.)

Chamber Calendar of Events

January 5—AIRLINES BUS TERMINAL OPENING CEREMONIES—Taylor and O'Farrell Streets 11 a.m.

January 8—INTER-CITY SECTION H. W. 12 noon, 959 Prager

January 13—FISHERMAN'S WHARF PROMOTION COMMITTEE—Market 2 p.m.

January 16—CANOCOCE Fair at Hotel 12:30 p.m.

Record Set for San Francisco Business Activity During First 11 Months of '58

November business in San Francisco topped last November and attained sufficient momentum to carry the 11 months cumulative activity of 1958 ahead of a year ago to a new record, according to the Research Department of the Chamber.

Nearly all the major branches of activity in San Francisco shared in the November year-to-year gains which included construction permit value, real estate transactions, electrical energy and gas sales, industrial and residential water consumption, bridge travel and employment. Port of San Francisco revenue tonnage fell behind last November but the number and registered tonnage of ship arrivals were up.

The Chamber business activity index for November of 156.7 was 2.0 per cent above a year ago and the 11 months average of 153.6 led last year by 0.7 per cent.

First 11 months gains in San Francisco construction permit value of \$77,128,851 were up 20.5 per cent; new residential accounted for 10 per cent of total and was up 106.9 per cent; the number of dwelling units authorized was 64.9 per cent ahead of a year ago.

Bank Debits

Bank debits totaled \$45.4 billion, a gain of \$356,000,000 or 0.8 per cent. Shares traded on Pacific Coast Stock Exchange amounted to 36,591,974 with market value of \$730,399,064, an increase of 3.4 per cent in number and 21.8 per cent in amount. Commercial failures dropped to 105 compared to 133 in 11 months last year and represented an improvement of 21.1 per cent for the period.

San Francisco International Airport came through the 11 months with a gain in passenger traffic of 2.6 per cent, air mail 10.7 per cent, and air freight 2.1 per cent. Rail express shipments were 30.8 per cent ahead of last year and truck movements in San Francisco area were 3.2 per cent ahead of last year. Electrical energy sales were up 3.3 per cent, industrial and commercial water sales 1.1 per cent and gas sales equalled a year ago.

Bridge Crossings

Vehicle crossings over Bay Bridge were up 5.9 per cent to 33,223,946 and over Golden Gate Bridge 5.2 per cent to 15,453,866 for the 11 months. Visitor and newcomer written inquiries received at the San Francisco Chamber of Commerce were up 10.2 per cent.

Bay Region financial transactions for 11 months amounted to \$70.9 billion, an increase of \$1.2 billion over a year ago or 1.8 per cent and accounted for 33.45 per cent of the transactions of the 12th Federal Reserve District.

Construction

Total construction authorized in the nine-county Bay Area during the first 11 months amounted to \$692,414,000—this is \$110,519,000 or 19.0 per cent above the like period last year.

The number of dwelling units authorized in the area during the 11 months totaled 37,980—9,188 above like period last year or 31.9 per cent.

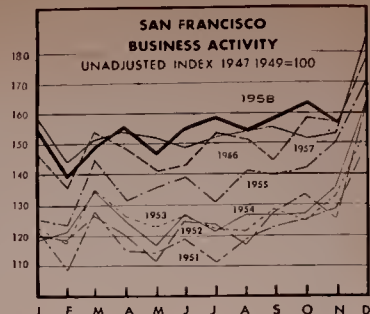
Employment

Employment in six-county San Francisco-Oakland Metropolitan area in November reached 1,091,200, topping last November by 0.7 per cent and marking the first time since September 1957 that there has been a year-to-year increase. Contract construction employment rose 6.4 per cent, retail trade 1.2 per

cent, finance, insurance and real estate 0.7 per cent, service 2.3 per cent, and government 4.1 per cent. Manufacturing was off 1.5 per cent, transportation 3.8 per cent and wholesale trade 0.5 per cent. The average for first 11 months of 1,077,265 employed persons was down 1.1 per cent, but three groups out of nine reported increase including wholesale trade, service and government. The finance group remained the same.

Wholesale Sales

Pacific Coast Merchant Wholesalers sales in October (latest available) were up 2 per



cent, but the 10 months sales were down one per cent and down four per cent for the respective period. Pacific Coast 10 months sales in automotive equipment were up two per cent, grocery general line three per cent, fresh fruits and vegetables two per cent, drugs three per cent, and tobacco 12 per cent. Groups with sales below last year were electrical apparatus off two per cent, furniture three per cent, hardware two per cent, industrial machinery 15 per cent, and dry goods three per cent.

Business Activity Through November, 1958

BRANCH OF ACTIVITY	NOVEMBER 1958	% from 1957	11 MOS. 1958	% from 1957
*GENERAL BUSINESS ACTIVITY INDEX	156.7	2.0	153.6	0.7
CONSTRUCTION PERMITS				
Total.....	836	-3.9	10,574	-1.4
Residential, New.....	6,220,152	103.0	77,128,851	20.5
Dwelling Units.....	3,025,508	180.3	30,863,205	106.9
Single-family units, New.....	287	131.4	2,097	64.9
Non-residential, New.....	1,774,450	268.5	25,597,896	-5.8
Additions, Alterations and Repairs.....	1,420,196	0.0	20,667,921	-9.6
Nine county dwelling units authorized.....	3,681	30.8	37,980	31.9
REAL ESTATE—Deeds Recorded	1,410	16.5	15,753	-1.1
*RETAIL DEPARTMENT STORE SALES	156	2.0	117	-1.7
FINANCE—Bank Debits	\$3,865,617	1.4	45,368,664	0.8
Postal Receipts.....	\$2,953,133	-0.7	29,383,619	3.4
Pacific Coast Stock Exchange.....	4,792,190	37.2	36,549,974	13.6
Market value \$.....	86,697,441	73.8	730,399,064	21.8
COMMERCIAL FAILURES	8	33.3	105	-21.1
INDUSTRY TREND—6 County Total Employment	1,094,200(p)	0.7	1,077,265(p)	-1.1
Manufacturing.....	209,700(p)	-1.5	206,425(p)	-6.3
Construction, contract.....	72,000(p)	6.4	67,455(p)	-4.4
Finance, insurance, real estate.....	69,600(p)	0.7	68,635(p)	0.0
Retail trade.....	180,600(p)	1.2	173,975(p)	-0.2
Wholesale trade.....	80,000(p)	-0.5	79,910(p)	0.1
Service.....	251,600(p)	2.3	246,030(p)	2.6
Trans., comm., & utilities.....	117,000(p)	-3.8	117,075(p)	-4.0
Agriculture.....	16,800(p)	-4.0	15,075(p)	-2.4
Govt.—Federal, state, city.....	94,200(p)	4.1	93,165(p)	1.9
Other.....	2,900(p)	-3.3	2,610(p)	-4.0
TRANSPORTATION—Freight car movement	12,506	-4.5	135,245	-4.7
S. F. Airport—Planes In and Out.....	10,645	-1.0	117,476	-1.1
Passengers Off and On.....	12,655	-8.3	3,281,139	2.6
Air Mail Loaded and Unloaded.....	3,200,129	9.4	33,300,243	10.7
Air Express Loaded and Unloaded.....	279,902	2.6	2,359,631	-1.9
Air Freight Loaded and Unloaded.....	7,100,856	9.8	77,603,359	2.1
Express Shipments.....	70,624	0.0	758,608	30.8
Truck Movements—S. F. Area.....	160.1	3.9	163.6	3.2
Out-of-State passenger car entries into No. Calif.....	129,957	3.6		
PORT OF SAN FRANCISCO—Revenue Tons				
Coastwise.....	396,707	-18.3	5,104,669	-11.1
Intercoastal.....	5,935	-34.3	73,078	-41.3
Inland Waterway.....	127,601	34.7	1,828,064	-15.1
Foreign.....	30,786	-9.9	331,862	-21.0
Foreign.....	237,385	-6.8	2,871,665	-5.5
CARGO VESSELS (San Francisco Bay)				
Arrivals.....	393	5.1	4,334	1.3
Millions of Registered Tons.....	1,895,026	4.0	20,902,778	2.1
UTILITIES—Ind. & Comm. Gas Sales	1,204,182,800	2.8	14,270,416,900	0.0
Elec. Energy Sales, K.W. Hours.....	156.5	2.0	152.1	3.3
Water Consumption—Comm. & Ind.....	170,037,500	6.4	1,802,740,000	1.1
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....	789	-10.7	17,077	10.2
Bay Bridge Vehicle Crossings.....	3,088,655	5.2	33,223,946	5.9
Golden Gate Bridge Vehicle Crossings.....	1,369,691	7.3	15,453,866	5.2
FRUITS & VEGETABLE RECEIPTS				
Carlots.....	3,144	5.4	42,562	20.8
LIVESTOCK SLAUGHTER (Insp. Dist.)				
Number.....	110,000(s)	-12.6	1,004,000(b)	-12.2
*S. F. CONSUMER PRICE INDEX All Items	129.41	4.0	127.7(d)	4.0

* Index Base (1947-49 Monthly Average = 100). (s) October; (b) 10 months; (c) September; (d) March-June September quarterly average (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

F. S. HIRSCHLER

President, The Emporium-Capwell Company. Born in San Francisco, 1902. Joined The Emporium in 1925; became General Manager and Vice President of The Emporium - Capwell Company in 1954 and President in 1958. Director of Associated Merchandising Corporation, New York. Graduate of Polytechnic High School, San Francisco, and the University of California.

**GEORGE KILLION**

President and Member of the Board of Directors, American President Lines. Member of the Board of Directors of American Mail Lines, Seattle, Washington; Chairman of the Board of Directors of Loew's Incorporated, New York. Special Assistant to the Petroleum Administrator for War, 1943-44; Director of Finance, State of California, 1940-43; Secretary to the Governor and Commissioner, Golden Gate International Exposition, 1939-40; Executive, Safeway Stores, 1935-39.

**JOHN R. LITTLE**

Vice President and General Manager, Foote, Cone & Belding. Born in Passaic, N.J. Blair Academy. Joined present organization 17 years ago. Formerly Public Relations Director, All-Year Club of Southern California; owner of sales promotion company; staff of Business Training Corp., N.Y.; freelance business writer; staff of Town & Country Magazine, N.Y. Active in Boy Scouts, the Presbyterian Church, Top Management Advisory Committee, L.A.; President, Epi-Heb, U.S.A.; Director Down Town Association; Trustee S.F. Theological Seminary; Director Northern California Council of Churches.

**JAMES H. MARSHALL**

Executive Vice President, California and Hawaiian Sugar Refining Corp., Ltd. Born, Coldwater, Tenn., 1911. B.S. and M.S., University of Tennessee; Graduate Work, University of California. Twelve years with U.S. Department of Agriculture; Director of Sugar Branch, U.S.D.A., 1946-48. Joined C and H in 1948 as Assistant to the President. Elected Vice President, 1951; Director, 1956; Executive Vice President, 1957. Director, Sugar Information, Inc.

**STUART D. MENIST**

Resident Vice President and Manager of the Pacific Department, Fireman's Fund Insurance Company. Born in Puerto Rico in 1914, graduated from University of California in 1934. Major General, U.S. Army Reserve; Commanding General of 91st Infantry Division since 1956. Past President, Surety Underwriters Association of Northern and Central California. Chairmen of Armed Forces Section of the Chamber for many years, active in San Francisco Rotary and the Olympic Club.

**HARRY C. MUNSON**

Vice President and General Manager, Western Pacific Railroad Company. Born, Oslo, Norway, 1901. Graduated, University of Iowa, 1923. Served with The Milwaukee Road for many years, rising to the post of assistant general manager at Chicago, 1946-48. Joined the Western Pacific in 1948 as Assistant Vice President—Operations, at San Francisco, and became Vice President, General Manager and Director in 1949. Member Newcomen Society, Commonwealth Club.

**ROBERT B. MURRAY, JR.**

Executive Vice President, Pacific-Alaska Division, Pan American World Airways. Born in Hempstead, Maryland, 1911. Educated at Mercersburg Academy, in Pennsylvania, and Harvard. Began business career as investment banker with C. T. Williams & Co., New York. Subsequently with Tucker Anthony & Co. and New York Trust Co. Colonel, U.S. Army Air Force in World War II. Served as Undersecretary of Commerce for Transportation 1953-54. Was President of the Pennsylvania Economy League and Vice President of Baldwin-Lima-Hamilton Corp. of Philadelphia. Joined Pan American in 1956. Member of the Governmental Research Association, National Defense Transportation Association, Society of Naval Architects and Marine Engineers, American Academy of Political Science and National Tax Association.

**JACK T. PICKETT**

Editor, California Farmer. Born, Kansas City, Missouri, June 21, 1915. Graduate of the University of California College of Agriculture. Served as a Third Mate in the Merchant Marine during World War II. Member of the Board of Governors and Executive Committee of the Commonwealth Club of San Francisco. He also is President of the California Water Transit and Defense Project; Chairman of the Agricultural Hospitality Committee of the City and County of San Francisco; Member Regional Service Committee.

**QUENTIN REYNOLDS**

Division Manager, San Francisco Division, Safeway Stores, Inc. Born in San Rafael, May 16, 1906. Attended St. Mary's College in Oakland. Began his career as a part-time clerk in 1923 with Skagg's Stores, a predecessor company of Safeway; was named to the San Francisco Division staff in 1944. Became retail operations manager for the division, then manager of the division's Bay Zone in 1950. Appointed manager of the San Francisco Division, operating stores in fourteen Northern California Counties, in February, 1956. Member of S.F. Rotary Club, Olympic Club, Diablo Country Club, S.F. Commercial Club, and a Director of the S.F. Boys' Club.

**G. J. TICOLAT**

Senior Vice President and a Director of Crown Zellerbach Corp. Born in Santa Cruz, Calif. Began working for companies preceding it in 1917. During Korean Emergency served with National Production Authority and Defense Production Administration for 15 months; is now a member of National Defense Executive Reserve. Member Advisory Board College of Business Administration, University of Santa Clara; member and Director, Rotary Club of San Francisco.

**CLARENCE C. WALKER**

Regional Vice President of the General Electric Company covering the Western Region (Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, Alaska, Hawaii). Former Commercial Vice President of the Western Region and General Manager of the company's Construction Materials Division headquartered in Bridgeport, Conn., having joined General Electric in 1921. Member, Board of Directors, Pacific Coast Electrical Association, California Manufacturers Association, Bay Area Council, and Northern California Electrical Bureau.

**W. E. WASTE**

Executive Vice President and Director, Bechtel Corporation. Born in Berkeley. Graduate of University of California in economics and business administration. Joined W. A. Bechtel Co. in 1931 and became Manager of Purchases for Six Companies Inc. on the Hoover Dam project. Served on construction of East Bay piers of San Francisco-Oakland Bay Bridge and as Vice President and General Manager of Marinslip Corporation—a Bechtel-managed war emergency shipyard; Director of Industrial Indemnity Company, past President of San Francisco Bay Area Council, Trustee of World Affairs Council of Northern California, member of Board of American Ordnance Association.



(Continued on page three)

Chamber Departments**At the Service of Membership, Business, Community****Civic Development**

Harold V. Starr
Manager

**Membership Relations**

Alan J. Uren
Manager



Darrell L. Brodt
Field Representative

**Research**

Ralph B. Koeber
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**Domestic Trade**

Sidney H. Keil
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**Transportation**

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BAY REGION BUSINESS
PUBLISHED BY THE
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JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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—Courtesy of the San Francisco Chronicle.

A COURTEOUS AND INTERESTED AUDIENCE of nearly 1000 heard First Deputy Premier Anastas I. Mikoyan, leading world trade expert of the USSR, discuss Soviet-American trade at the dinner meeting of the San Francisco Area World Trade Association at the Fairmont Hotel last Saturday. Here he is greeted by Richard Nelson, President of the Association, who presided with distinction.

Highlights of Deputy Premier Mikoyan's Speech to the World Trade Association—

Highlights of First Deputy Premier Mikoyan's remarks on Soviet-American trade before the San Francisco Area World Trade Association, quoted directly from full transcripts now available from the World Trade Department of the Chamber:

"If the representatives of the business world trade together, the politicians will have to follow them. Soviet-American trade had its greatest volume in the early '30's when our country was not yet recognized by the political leaders of this country, but was recognized, in fact, by the business world. We should trade."

* * *

"To know what can be bought and sold, there must be meetings between the representatives of the two countries in the field of business to find out what the goods could be, what the prices could be, the materials, etc. It takes time."

* * *

"Our total exports, our annual exports total four and a half million dollars a year. Out of that figure, a billion and a half in dollars is made up of goods which you also import into this country; therefore, it is possible, it will be possible to choose something for sale to this country."

"Furthermore, according to the new seven-year plan, we intend to increase the production of all kinds of industrial goods by 80 per cent, and we know what particular goods would be of interest to you or, rather, if we would know what particular goods would of interest to you, then we would be able to develop the output in that particular field. Meet-

(Continued on page two)

Mikoyan's Speech, Press Conference Are Transcribed

Bound transcripts of First Deputy Premier Anastas I. Mikoyan's remarks at his press conference at the Press and Union League Club and at the dinner meeting of the San Francisco Area World Trade Association are available to the public.

Copies of the volumes at \$1.50 each may be obtained by sending a check payable to the San Francisco Chamber of Commerce, 333 Pine Street, S. F. 4, or calling in person at the World Trade Department, Room 310.

Those mailing checks for single volumes should specify "press conference" or "dinner speech."

The transcripts have been made available as a public service of the San Francisco Area World Trade Association, affiliate of the Chamber, according to Richard Nelson, Association President, to meet the great interest shown by the public in the Soviet trade expert's visit.

Courtesy copies have been sent to the San Francisco and national representatives of press, radio and television who attended the press conference and dinner.



GETTING OFF to a good start for the New Year, the Bank of America N.T. & S.A., reprinted 5,000 of these posters to be sent all over the world by the Chamber this year. At the left is Alan K. Browne, Vice President of the Municipal Bond Department and 1958 Chamber President. To the right is Jack H. How, 1959 President of the Chamber and President of Western Machinery Company. The design by Nicolas Sidjakov was an award winner in the 10th annual Art Directors Exhibition of Advertising Art. Art Director was Ed Hamilton and the agency was Johnson & Lewis, P. & O. Steam Navigation Company has distributed 600 to its offices throughout the world. TV editors throughout the country have received 400 from "The Lineup" as part of a cooperative city and program promotion venture of the Chamber and the series.



—Courtesy of the San Francisco Chronicle.

"They missed Mikoyan—but they hit me."

Deputy Premier Mikoyan Bids for Increased Soviet-U. S. Trade

(Continued from page one)

ings such as this are useful, but, of course, specific matters of that kind cannot be settled here.

"Our Prime Minister, Nikita Krushchev, some time ago sent a message of trade to your President. In general, the President gave a favorable reply and said that the State Department would take care of the practical side of the matter. For the time being we have not noted progress. But I hope to see the Undersecretary of State for Economic Affairs. I don't know what he will have to say. I should hope that it will be something interesting. In any case, it should according in spirit with the reply which the President gave us. You see, ladies and gentlemen, it is time to give up the old line of thinking in regard to the Soviet Union."

"As for the orders we could place in the United States, we could place orders for many kinds of goods. We have a big internal market, a big construction program, big requirements in consumer goods. We can buy as much as we can sell. Now, you can provide us with the goods we need, but we do not have the dollars to pay for our exports."

"Perhaps we could export from the Soviet Union some goods which would be needed in other parts of the United States and buy goods which you have in this part of the country. I do not know what the requirements of this part of the country are as far as Soviet goods are concerned, but we could sell manganese ore, for instance, chrome, platinum, various non-ferrous metals; furs for your beautiful women, canned crabs and some machines, too, as a matter of fact."

* * *

"Of course the four and a half billion is only export, not the whole total turnover of trade. Trade with capitalist countries—not our own socialist allies—forms about 25 per cent of that. Now the problem of self-sufficiency: Of course, we are not so naive as to have ourselves depend on capitalist countries on important points. For instance, we are perfectly self-sufficient in the production of armaments; but in civilian areas, civilian field, civilian goods, there are many things which we lack, things which we would like to buy from abroad."

"The development of economy does not exclude the development of foreign trade on it. On the contrary, it should go hand-in-hand; sometimes you would have goods which are better than ours, a newer kind of goods, for instance; or, on another occasion, our requirements would grow more than we would have expected and we would like to buy goods from abroad to fill in the gap. In general, I think that we must start trading. Then things will develop by themselves."

* * *

"I would like all other Soviet citizens after me to get American visas as quickly as I did and I can promise you that our visas would be issued as quickly. You Americans are richer in dollars than we are and if we can make use of your dollars, there will be more people from our country coming here."



MERCHANTS ELECT OFFICERS—The Retail Merchants Association has elected its 1959 officials. Left to right are: George E. Chaquet, Vice President of Sherman Clay & Co., First Vice President of the RMA; Harold V. Star, Manager of the Civic Development Department of the Chamber, Managing Director; George S. DeBonis, President of the City of Paris, Second Vice President; and Paul Elder, Jr., of Paul Elder & Co., President.

Siciliano, Advisor to President Eisenhower, Speaker at Federal Civil Service Luncheon

Rocco C. Siciliano, Advisor to President Eisenhower on Federal personnel matters, will be the chief speaker at the Salute to Federal Civil Service Luncheon Monday, noon, in the Gold Ballroom of the Sheraton-Palace Hotel under the co-sponsorship of local Federal agencies and the Chamber.

Siciliano, appointed by Eisenhower as "Special Assistant to the President for Personnel Management" will discuss Federal employment and the future governmental projects for the San Francisco Bay Area.

Thomas G. Mellon, Past President of the Chamber and Vice-president of Wesix Electric Heater Co., will be master of ceremonies. Jack H. How, President of the Chamber, also will speak.

A press conference has been tentatively scheduled following Siciliano's speech in the French Room of the Sheraton-Palace, according to Bernard Rosen, Regional Director, 12th United States Civil Service Region.

Tickets are available at \$4.50 each at the Chamber, EXbrook 2-4511, Extension 58.

Richard Nelson Heads World Trade Association

Richard Nelson, of James S. Baker Co., Inc., has been named 1959 President of the San Francisco Area World Trade Association, affiliate of the Chamber. He succeeds Robert Taylor of American Trust Company.

Peter B. Mackay, Assistant to the Export Manager of Atkins, Kroll & Company, succeeds Nelson as first vice president.

B. A. Malone, R.C.A. Communications, Inc., was elected second vice president. John J. Jacobs, States Marine-Isthmian Agency, is the new third vice president.

Wendell B. Berry, Crocker Anglo National Bank, is 1959 Treasurer.

Chamber Recommends Maintenance Bureau For City Buildings

Directors of the Chamber have recommended the creation of a bureau of maintenance for major buildings of the City and County and the adoption of a priority ranking for Civic Center improvements, according to Jack H. How, President.

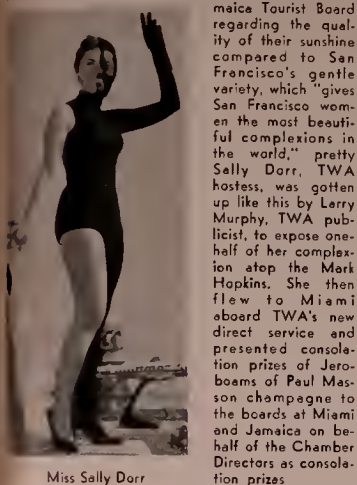
The action followed the recommendations of a report submitted to the directors by Alan K. Browne, 1958 Chamber President, and G. L. Fox, general manager. Its aim would be to end the present system of financing periodic rehabilitation of such facilities as Civic Auditorium, City Hall, Public Library and others by expensive bond issues through regular maintenance by a bureau of the City and County before buildings reach a state of deterioration.

The action calls for preparation and publication of a concise statement as to the City's present bonding capacity; the amount of outstanding bonds; the amount and purposes of bonds authorized and unsold and the probable schedule for their issuance; the amounts paid during each of the past five years for bond interest and redemption and what these amounts have required in the tax rates; the relationships between bonds for school, public utility and other purposes; and other information pertinent to the City's present and future debt position.

Hitting the High Spots

With JIM WARNOCK

FOLLOWING A CHAMBER CHALLENGE of the Miami Beach Chamber of Commerce and the Ja-



Miss Sally Dorr

maica Tourist Board regarding the quality of their sunshine compared to San Francisco's gentle variety, which "gives San Francisco women the most beautiful complexion in the world," pretty Sally Dorr, TWA hostess, was gotten up like this by Larry Murphy, TWA publicist, to expose one-half of her complexion atop the Mark Hopkins. She then flew to Miami aboard TWA's new direct service and presented consolation prizes of Jero-boams of Paul Masson champagne to the boards at Miami and Jamaica on behalf of the Chamber Directors as consolation prizes.

TO CUT DOWN ON ACCIDENTS on and off the job businesses and industries throughout San Francisco are launching a campaign to give key employees Red Cross first aid training. Since the booklet "Safety, It's Just Plain Good Business" came off the presses a few days ago five companies have made plans to begin employee classes. George C. Mora, Red Cross Volunteer First Aid chairman announced. Companies scheduled to hold classes are Shell Oil Co., Stauffer Chemical Co. (at both the plant and administrative office), American Trust Co., Fireman's Fund Insurance Co., and the U. S. Maritime Commission. Mora, executive of Pacific Telephone Co. in San Francisco, said that scheduled first aid training and retraining during the past 35 years had made a significant contribution to the safety of his company's employees. Further information and a copy of the booklet may be obtained by calling the Red Cross at PR 6-1500, extension 331.

KENETH M. HOOVER of Sutton, Mass., a nationally-known transportation expert, has been appointed chief engineer of the five-county San Francisco Bay Area Rapid Transit District. Hoover's selection was announced by General Manager John M. Peirce. Peirce said Hoover expects to assume the duties of his new \$25,000-a-year position about February 1. He will be the chief engineering advisor to the board of directors and will direct and coordinate the activities of engineering consultants. Peirce told the directors he selected Hoover as the candidate most qualified for the chief engineer's post following a nationwide search in which more than 30 candidates were interviewed. For the past three years, Hoover has been director of the National Capital Region's Mass Transportation Survey in Washington, D.C.

PLACERVILLE FRUIT Growers Association packed 600,000 lbs of pears last season, bolstering its claim of having the largest fruit packing shed in the world, according to Walter G. Drysdale, Secretary Manager of E. Durand County Chamber of Commerce.

NEW MEMBERS OF THE CHAMBER



Frank Marianetti William R. Pengra Arnold E. Foss Beverly Willis M. Pio di Savoia

New members recently added to the Chamber include (above, left to right): Frank Marianetti, Co-owner, Fior D'Italia Restaurant; William R. Pengra, William Pengra, Public Relations; Arnold E. Foss, Manager, First Savings and Loan Association; Beverly Willis, Beverly Willis and Associates of San Francisco and Honolulu (Industrial Design); and Manfredi Pio di Savoia, District Sales Manager, Alitalia.

BENJAMIN LINSKY, Director of the Bay Area Air Pollution Control District addressed the Chamber's 93-men Agricultural Committee—largest such committee in the West—on smog control laws relating to burning of agricultural waste and brushlands at a luncheon Tuesday noon in the San Francisco Commercial Club. The Chamber Board of Directors recommended last February that smog control laws permitting burning of agricultural waste and brushlands "should remain unmodified until the matter has been thoroughly studied by competent agricultural authorities and the smog control district."

NEW YORK LIFE INSURANCE COMPANY lent \$900,000 on the new San Francisco Downtown Airlines Terminal recently dedicated at O'Farrell and Taylor Streets, according to William H. Whitcomb, Assistant Vice President. The borrower was Barrett Terminals, Inc. The one-story and basement building cost more than \$1.5 million. Baldwin and Howell was the mortgage loan correspondent handling the 20-year loan.

JOSEPH RODRIGO OF OTIS McALLISTER & CO. has been reelected President of the Pan American Society, San Francisco Chapter, for 1959. Other new officers of the organization, which fosters friendship and understanding among the American republics and peoples are: Vice Presidents: George H. Mahoney, Pacific Coast Division of W. R. Grace & Co., and Edgar Kaiser, Kaiser Industries; Treasurer, Hugh O'Donnell, Bank of California; and Secretary, James P. Wilson, Chamber World Trade Department. Serving on the organization's Council for 1959 will be John V. Behrs, Home Insurance Co.; Carlos Cuví, Pacific Vegetable Oil Corp.; Dan E. London, St. Francis Hotel; Ronald Hilton, Stanford University; E. A. Johnson, Sr., E. A. Johnson & Co.; Donald C. McCoy, Bank of America; and Donald M. Haet, San Francisco attorney.

EFFECTS OF RECENT FOREIGN CURRENCY convertibility on world trade and investment, with special reference to the San Francisco Bay Area, was the subject of a symposium held last week in the Venetian Room of the Fairmont Hotel under the auspices of the San Francisco Area World Trade Association of the Chamber. Panel members included Tito Belli, foreign exchange expert, Bank of America N.T. & S.A.; Dr. Frederick A. Breier, foreign exchange advisor and associate professor of economics of the University of San Francisco; Renault de Roover, dealer in foreign exchange, international department, First Western Bank & Trust Co.; Peter B. Mackey, international trader of A. J. Kroll & Co. Ltd. and first vice president of the SFAWTA; was moderator, Richard Nelson of James S. Baker Co., newly elected president.

A TAX LAW that may affect the form of organization and the net profits of many small business firms was explained by Lorin A. Terry, partner in the firm of Ernst & Ernst at the Income Tax Conference held at the Fairmont Hotel, sponsored by

the Chamber and the San Francisco Chapter of the California Society of Certified Public Accountants.

Torrey said the new law permits small corporations to be taxed as partnerships or sole proprietorships, if they so elect. "Its purpose," Torrey said "is to allow small firms to choose their form of organization without considering tax consequences."

PLANS ARE BEING FORMED for the Chamber to co-sponsor a management training course for owners or managers of small manufacturing businesses with San Francisco State College and the Small Business Administration, to be held beginning in March at State's Powell Street campus, according to Richard M. Oddis, Chairman of the Marketing and Sales Promotion Committee and Roy P. Cole, Chairman of the Small Business Committee of the Chamber. The course, limited to 35 registrants, will be held two hours each for six to eight nights, with a fee of \$17 per registrant.

THE SAN FRANCISCO HEADQUARTERED Calif. State Association of Life Underwriters at the end of 1958 became the largest state association of life insurance agents and managers in the United States, topping New York from its historic first position. Following an intensive two-year campaign, the Calif. organization of professional life underwriters moved ahead of the Empire State on Dec. 24, 1958, 5,870 members to 5,866, according to CSALU Executive Secretary Donald C. Burns. Activities of the Calif. organization are primarily in the legislative, public relations and administrative fields. CSALU State headquarters are at 41 Sutter Street, San Francisco.



"TIME MARCHES ON"—Standing on the new Embarcadero in front of the Ferry Building clock are T. Fred Bagshaw, Director of the Department of Public Works (left), and Chairman of the California Highway Commission; Oscar H. Fisher, Vice Chairman, Street, Highway & Bridge Section of the Chamber, and Edward M. Gaffney, Assemblyman from the 24th District. The trio were part of a contingent of Chamber officials who recently toured the city's freeways.

SAN FRANCISCO TAX CALENDAR—FIRST HALF OF 1959

FEDERAL SECTION

Final Date	Interested Parties	Act Required	Responsible Agency	Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day				February See also "Each Month this Day"			
15 Employer	Payment to authorized depository by employers who withheld more than \$100 during previous month. Payment for third month of a quarter due last day of following month.	District Director of Int. Rev.		15 Farmers	Last day to file U. S. return and pay entire tax for 1958 unless declaration estimated tax filed and paid on January 15, 1959.	District Director of Int. Rev.	
15 Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	District Director of Int. Rev.		28 Corporations	File return on payments of dividends in excess of \$10 and other corporate payments of \$600 or more.	Director, Midwest Service Center, Ogden, Utah or Kansas City 10, Missouri	
15 Individuals	Individuals whose fiscal year ends on last day of any month except December—file declaration of income tax and pay first installment of estimated tax on 15th of 4th month following; the first amendment and second payment are due on 15th of the 6th month following; the second amendment and third payment on the 15th of 9th month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 4th month following the close of the fiscal year.	District Director of Int. Rev.		28 Employer	Last day to file information returns of dividends, salaries and other payments not subject to withholding tax. (Forms 1099 and 1096.)	Director, Midwest Service Center, Ogden, Utah or Kansas City 10, Missouri	
15 Corporations	Corporations whose fiscal year ends on last day of any month other than December—income tax returns are due by 15th of the 3rd month following the end of the fiscal year and at least one-half taxes then payable. Balance of tax is payable on the 15th day of 6th month following close of fiscal year.	District Director of Int. Rev.		March See also "Each Month this Day"			
15 Estates and Trusts	File returns by 15th day of 4th month after close of fiscal year; trust taxes in full accompany returns but estates may make first quarterly payment on filing date with installment due on 15th of fourth, seventh, tenth and 13th month after close of fiscal year.	District Director of Int. Rev.		1 Foreign personal holding companies	File annual information returns by shareholders and by officers and directors.	District Director of Int. Rev.	
Quarterly Last Day mths. of Month				15 Corporations	File 1958 income tax returns and pay 50% on 1958 tax.	District Director of Int. Rev.	
Retailers, amusements, cabarets	On last day of month after each calendar quarter, file return for preceding quarter on Form No. 720 and pay tax due for admissions dues, and miscellaneous taxes, including Retailers Excise Tax. If liable amounts in any month except last month of each quarter exceed \$100 deposit such amounts in a Federal Reserve Bank or any authorized local bank by last day of following month.	District Director of Int. Rev.		April See also "Each Month this Day"			
January See also "Each Month this Day"				15 Individuals subject to withholding tax	Last day to file personal income tax returns calendar year 1958 (Form 1040 or 1040-A) and make final payment.	District Director of Int. Rev.	
1 Employers	Begin Old Age Insurance tax withholding and contributions on annual salary payment up to \$4000. The rate beginning January 1, 1959 is 2½ percent.	District Director of Int. Rev.		15 Individuals (other)	Declaration and make payment of one quarter estimated income tax for calendar year 1958.	District Director of Int. Rev.	
15 Individuals (not subject to withholding tax)	Last day to make final payment of 1958 estimated tax by individuals previously making declarations and to amend estimated tax.	District Director of Int. Rev.		15 Gifts	File gift tax annual return and make payment of tax due if gift of more than \$3000 was made in 1958 to one individual.	District Director of Int. Rev.	
31 Employer	Last day to file quarterly return and make payment of taxes withheld during preceding quarter.	District Director of Int. Rev.		15 Partnerships	File return for year ended December 31, 1958.	District Director of Int. Rev.	
31 Employer	Last day to furnish employees a written receipt (W-2) of amount withheld in 1958.	District Director of Int. Rev.		15 Estates	Reporting for calendar year—quarterly payment due.	District Director of Int. Rev.	
31 Employer	Last day to file last 1958 quarterly return of amounts withheld at source (Form 941) with triplicate copies of W-2s issued during the year.	District Director of Int. Rev.		30 Employer	Last day to file first 1959 quarterly return and payment of income and social security taxes.	District Director of Int. Rev.	
31 Employer	Employers of 4 or more persons file Form 940 for 1958.	District Director of Int. Rev.		May See also "Each Month this Day"			
				15 Organizations and trusts	File 1958 annual information return of tax exempt organization.	District Director of Int. Rev.	
				June See also "Each Month this Day"			
				15 Individuals	Make payment of second quarterly installment for 1959.	District Director of Int. Rev.	
				15 Corporations, estates and trusts	Quarterly payments due on 1958 income taxes for corporations, estates and trusts reporting for calendar year.	District Director of Int. Rev.	
				15 Individuals reporting first time	Those required to file declarations for the first time at this date pay only one-third 1959 estimated tax due.	District Director of Int. Rev.	
				15 Non-Resident business and individual	Last day to file return of citizens abroad in business whose principal income is from foreign countries or U. S. possessions.	District Director of Int. Rev.	

SAN FRANCISCO TAX CALENDAR—FIRST HALF OF 1959

Compiled by the Research Department, S. F. Chamber of Commerce

CITY-STATE SECTION

Final Date	Interested Parties	Act Required	Responsible Agency	Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day							
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization	2	City property owners	File affidavit for exemption before 5 p.m. last Monday in May. Welfare agencies must file by April 1.	City and County Assessor
1	Distributors motor-vehicle fuel	File and pay tax for the second preceding month.	State Bd. of Equalization	2	City property owners	Unsecured personal property due—delinquent August 31.	City and County Tax Collector
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization	15	Corporations	File return and pay all or first installment of taxes if on calendar year basis, otherwise 2 months and 15 days after close of fiscal year.	State Franchise Tax Board
15	Distilled spirits mrs., mrs. agents, and wholesalers, rectifiers and brandy mrs.	File report and pay tax for preceding month.	State Bd. of Equalization	April See also "Each Month this Day"			
15	Beer and wine mrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization	1	Owners of state-assessed property	File statement of property owned or used and money and solvent credits owned noon first Monday of March.	State Bd. of Equalization
15	Producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization	1	Welfare agencies	Last day to file affidavit and claim for welfare exemptions.	City and County Assessor
25	Motor vehicle transportation operators	File and return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization	1-30	Employers	State Unemployment and Disability Insurance Tax—pay first quarter returns—delinquent May 1.	State Dept. of Employment
25	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization	1-30	Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending March 31.	City and County Tax Collector and State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	File sales tax and pay tax on or before last day of month after close of taxable quarter. If required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization	10	Property owners	Second installment real property taxes; delinquent at 5 p.m.	S. F. City and County Tax Collector
January See also "Each Month this Day"				15	Off-sale general licensees	File report for quarter ended March 31 and pay required additional license fee.	State Bd. of Equalization
1-31	Employers	State Unemployment and Disability Insurance Tax fourth quarter 1958 due. Delinquent after January 31, 1959.	State Dept. of Employment	15	Donors	File return showing gifts during preceding calendar year.	State Controller
1-31	Retailers and purchasers of tangible personal property subject to tax	File quarterly statement and pay last 1958 Retail Purchase and Use Tax.	City Tax Collector and State Bd. of Equalization	15	Individuals	File return and pay first installment of tax for 1958 if on calendar year basis.	State Franchise Tax Board
1	Motor vehicle owners	License renewal fee for calendar year payable; delinquent February 5.	State Dept. of Motor Vehicles	30	Private car owners (railway car)	File report covering operations of private cars during preceding calendar year.	State Bd. of Equalization
15	Off-sales general licensees	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization	May See also "Each Month this Day"			
February See also "Each Month this Day"				25	Churches, colleges, veterans, orphanages, exhibitors	Last day for filing affidavit for exemptions. (Last Monday in May by 5 p.m.)	S. F. City and County Assessor
1	City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due. Delinquent April 10 at 5 p.m.	City Tax Collector	25	Personal property owners	Last day to file unsecured property statement.	S. F. City and County Assessor
4	Motor vehicle owners	Last day to pay registration and license fees; delinquent February 5.	State Dept. of Motor Vehicles	June See also "Each Month this Day"			
15	Employer	File Forms 591 and 592 and pay amount withheld on non-residents, also Forms 596 and 599.	State Franchise Tax Board	15	Individuals	Pay third installment State personal income tax if fiscal year ended June 30, 1958	State Franchise Tax Board
15	Persons whose fiscal year ended June 30	Second installment of Personal Income Tax due.	State Franchise Tax Board				
March See also "Each Month this Day"							
2	City property owners on leased land	Last day for owners of property on leased land to file for separate tax bill.	City and County Assessor				
2	City property owners	File statement of all real and personal property owned at noon for assessment.	City and County Assessor				

OFFICES OF TAX AGENCIES

Assessor, City and County of San Francisco, City Hall,	KL 2-1910
Tax Collector, City and County of San Francisco, City Hall,	HE 1-2121
California State Board of Equalization, State Building,	UN 1-8700
State Franchise Tax Board, 540 Van Ness Avenue,	UN 1-7234
State Motor Vehicle Department, 160 South Van Ness Avenue,	UN 3-0300
District Director of Internal Revenue, 100 McAllister Street,	UN 3-4900

(See reverse side for Federal Section)

Western Space Age Conference Slated in March

The San Francisco Chamber will join other chambers of commerce of the Western States in co-sponsoring the 1959 Western Space Age Conference and exhibit to be held in Los Angeles, March 5, 6 and 7, according to G. L. Fox, General Manager of the Chamber.

Speakers will include Rear Admiral W. F. Raborn, Director, Special Projects, Bureau of Ordnance, Department of the Navy; Major General William T. Thurmond, in Charge of Production Programming Office of the Deputy Chief of Staff for Materiel, Department of the Air Force; and Lieutenant General Arthur G. Trudeau, Chief of Research and Development, Office of the Chief of Ordnance, Department of the Army.

More than 400 industrial displays and numerous missiles, airplanes and ground support items will be exhibited.

The meeting will be held at the Great Western Exhibit Center, Eastern Avenue and Santa Ana Freeway. Reservations for exhibit space are now being accepted on a first-come, first-served basis. Exhibit booths 10 feet long and six feet deep will rent for \$125, less 30 per cent to members of the San Francisco and Los Angeles Chambers of Commerce.

The General Manager of the Chamber met with Donald Doub and George Vosper, members of the Chamber manufacturing Committee, last December to organize a Space Age Conference to be held in San Francisco soon.

Chamber Calendar

January 16—CANCCOCE—Fairmont Hotel, 12:30 p.m.

January 16—MANUFACTURERS COMMITTEE—San Francisco Commercial Club—12:15 p.m. Agenda: Air Pollution Control.

January 19—SALUTE TO FEDERAL CIVIL SERVICE LUNCHEON—Gold Ballroom, Sheraton-Palace Hotel—12 noon. Speaker: Rocco C. Siciliano, Special assistant to the President for Personnel Management.

January 21—TRANSPORTATION COMMITTEE—Room 200, Chamber, 2:00 p.m.

January 21—R.M.A. BOARD OF DIRECTORS—Press and Union League Club, 555 Post St., 8 a.m. Agenda: Legislation and Income Tax Conference Report.

January 21—SFAWTA LUNCHEON—Garden Room, Fairmont Hotel, 12:15 p.m.

January 28—MINING COMMITTEE—Commercial Club, 12:15 p.m.

Ways to Combat Inflation Subject of U. S. Chamber Aircade Meeting

Ways to deal with inflation that eats away at the value of every family's insurance and savings, and at the fixed incomes of widows, orphans, aged persons and educational institutions, will be high on the agenda at the Aircade meeting conducted by the Chamber of Commerce of the United States February 20 at the Fairmont Hotel.

Also featured at this businessmen's meeting will be proposed solutions for dealing with the problem of labor union monopolies and a plan for developing an entirely new tax structure that will promote the country's economic growth.

The overwhelming need to maintain a completely adequate national security system at a reasonable cost will also be explored.

The Aircade schedule calls for a series of all-day meetings in 12 major cities across the country between February 9 and February 27, 1959. The meetings are conducted by a team of Chamber officials and specialists traveling in a special plane.

The San Francisco Chamber will be host for the local meeting. The California State Chamber of Commerce is a cooperating or-

ganization.

William A. McDonnell, National Chamber President, will head the travelling team. Arch N. Booth, Executive Vice President of the National Chamber, will conduct the meetings and lead the discussion.

This is the third annual Aircade. The two previous ones were attended by a total of more than 16,000 businessmen.

The 1959 Aircade schedule is as follows: Philadelphia, February 9; Rochester, N.Y., February 10; Toledo, February 11; Atlanta, February 13; Houston, February 16; Colorado Springs, February 17; Santa Monica, February 19; San Francisco, February 20; Tacoma, February 24; Butte, February 25; Chicago, February 26; and St. Louis, Mo., February 27.

FOR ADVANCE REGISTRATIONS COMPLETE THIS COUPON AND MAIL TO THE SAN FRANCISCO CHAMBER OF COMMERCE.

I plan to attend the San Francisco Aircade meeting.

Enclosed is check for registration, which includes luncheon—\$6.00.

Name Title

Firm

Mailing Address

Please make your check payable to the Chamber of Commerce of the United States.

Transportation Department Sends Exhibits To C.A.B. Regarding Southwest Air Service

The San Francisco Chamber has sent exhibits to the Civil Aeronautics Board aimed at obtaining maximum air service between Los Angeles and San Francisco as outlined in the Pacific Southwest local air service case, according to Charles C. Miller, manager of the Transportation Department.

Action relating to the case, CAB Docket No. 5645, was approved by the Chamber Board of Directors following a recommendation of the Transportation Committee for an expedited hearing and decision to assure the city of "maximum air service consistent with sound economics without expressing carrier prefer-

ence."

There has been no review of the service pattern between Los Angeles and San Francisco since 1949, Miller said. The Los Angeles-S. F. passenger market now ranks second among the 10 largest in the nation.

The Pacific Southwest Case is the outgrowth of a CAB investigation of the air service pattern between San Francisco and Sacramento on the north, San Diego on the south, Reno and Las Vegas on the east and all intermediate points.

Miller will attend the CAB hearing on the matter March 10 in San Diego.

BAY REGION BUSINESS

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JACK H. HOW, President

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JOSEPH I. HAUGHEY, Editor

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BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

VOLUME 16 • NUMBER 3 • JANUARY 30, 1959

- A record of nearly \$340 million was committed for construction under way or announced in San Francisco last year. This included:

- 21 major projects with \$114,991,000 committed in the area from Van Ness Avenue east to the Bay;
- Seven newly announced projects, amounting to about \$225 million;
- \$36,824,441 for office building construction

and alterations in the Central Business District;

- Miscellaneous construction authorized totaling \$6,109,646 and;
- Parking garages totaling \$2,225,000.
- Residential and non-residential building permits authorized for the past four years (1955-58) amounted to \$282,257,739 and additions and repairs to \$84,462,640—including a record high of \$83,226,675 for total building permits last year.

'THE BIG BUILD'

- 1—FAIRMONT HOTEL
Powell & California
Additions 21 stories
- 2—AMERICAN TRUST CO.
464 California
\$12.5 million 12 stories
- 3—JOHN HANCOCK
California & Battery
\$5 million 15 stories
- 4—AMERICAN PRESIDENT LINES
California & Kearny
\$10 million 21 stories
- 5—PACIFIC TELEPHONE
Pine & Kearny
\$4.5 million 7 stories
- 6—SWIG BUILDING
111 Pine Street
\$10 million 25 stories
- 7—GOLDEN GATEWAY
Produce Area
\$150 million 28 blocks
- 8—BETHLEHEM PACIFIC
California & Davis
\$7 million 13 stories
- 9—CROWN ZELLERBACH
Market & Battery
\$10 million 20 stories
- 10—SUTTER-STOCKTON
\$5,450,000 garages
- 11—PRUDENTIAL INS.
Post & Stockton
Multi-story



- | | | | | |
|--|---|---|--|--|
| 12—HILTON HOTEL
<i>O'Farrell & Mason</i>
\$20 million 20 stories | 14—"JACK TAR" HOTEL
<i>Geary & Van Ness</i>
\$8 million 9 stories | 16—FEDERAL OFFICE BLDG.
<i>Near Civic Center</i>
\$45 million | 18—CIVIC PARKING CO.
<i>Civic Center</i>
\$4.5 million underground | 20—BANK OF AMERICA
<i>11th & Van Ness</i>
\$13 million 8 stories |
| 13—HILTON OFFICES
<i>Ellis & Taylor</i>
\$30 million 20 stories | 15—STATE OFFICE BLDG.
<i>Civic Center</i>
\$8,083,000 8 stories | 17—STATE COMP. INS.
<i>Civic Center</i>
\$4,179,000 8 stories | 19—STATE AUTOMOBILE
<i>150 Van Ness Avenue</i>
\$1,600,000 8 stories | 21—HALL OF JUSTICE
<i>7th & Bryant</i>
\$18 million bond issue |

1958 Annual Chamber Report

CHAMBER DEPARTMENT ACTIVITIES FOR 1958

Recorded on these pages are condensed highlights of your Chamber's accomplishments during the past year. Far from all-inclusive, they should be gauged as a simplification of the truly complex range of activities engaged in on behalf of you, your business and your community. Under the direction of officers and directors and with the co-operation of hundreds of committeemen, the Chamber operates through eight project departments and five service departments and cooperates closely with the Junior Chamber of Commerce and other affiliates.

Agriculture-

Chairmen and Vice Chairmen: Jack T. Pickett and Carl L. Garrison, Agricultural Committee; Henry Schacht, Livestock Man Award Section; and William J. Losh, "Keep Green" Section. Manager: Randle P. Shields.

Improving the position of agriculture in the general economy and fostering understanding and good will between San Francisco and her neighboring farm communities, this department has—

- Helped promote the Grand National and Grand National Junior Livestock Expositions at the Cow Palace, sponsoring luncheons and programs to increase fat stock sales and higher prices for exhibit animals, and obtained display space in store windows for photographs publicizing these events and the California Livestock Man of the Year;

- Fostered programs to encourage Farm Youth in California, including sponsorship of a "Salute to Rural Youth" luncheon and calf awards to young exhibitors at the Junior Grand National;

- Selected Roger W. Jessup of Glendale as California's Livestock Man of the Year, honoring him at a special luncheon and publishing, for national distribution, his address "Agriculture's Vital Importance in California's Economy;"

- Sought solutions to State water and flood control problems;

- Successfully campaigned for extension of the exemption of agricultural burning under smog control laws;

- Executed commodity promotion programs—including observances of Egg Month, June Dairy Month, California Fryer Festival—and staged luncheons pointing up the importance of the State brewing and cotton industries;

- Held a luncheon observing National Farm-City Week;

- Successfully supported "Tentative Plan" for redevelopment of existing produce market area (Area E-1) with a new produce terminal for San Francisco as the ultimate goal;

- Studied and acted on agricultural price-support and farm-labor problems and the administration's farm policy;

- Cosponsored San Francisco's agricultural hospitality program in which visiting dignitaries are presented baskets of the State's farm products;

- Financed a brochure and fostered an agricultural journalism course at California State Polytechnic College;

- Presented the President of the California Farm Bureau Federation with an "Ambassador Extraordinary" credential;

- Conducted an intensive Forest Fire Prevention campaign and

- Arranged 11 meetings of its important Agricultural Committee at which 537 farm and business leaders met to increase understanding and develop cooperation on mutual problems.

Grain-

Providing grain inspection and supervising weighmaster services in the interests of agriculture and port traffic, this department, under the guidance of the Chamber Transportation Department—George R. P. Schiokore, Supervisor of grain operations—last year—

- Moved Chamber grain office to San Francisco Grain Exchange;

- Aided in transfer of Class II terminal status to Oakland grain terminal and spent time working with Oakland grain elevator;

- Reviewed grain inspection and grain weighing activities to increase efficient operation;

- Supervised weighing of 383,134,175 lbs. of grain and made 63 grain inspections in 1958 to promote grain trade in the Bay Area.

Civic Development-

Chairmen and Vice Chairmen: Alan K. Browne and Arthur J. Dolan, Jr., Civic Development Committee; Raymond D. Smith and Robert Lilienthal, Capital Improvement and Land Use Section; John J. Conlon and Robert Lee St. Clair, Fire Safety; Alan K. Browne and Arthur Jenkins, Mass Transit; H. Irving Rhine and Jack A. Simpson, Parking; Thomas F. Casey, Jr., Regional Problems; Leonard S. Mosias, Street, Highway and Bridge; and Torres Weir, Traffic Safety & Control. Manager: Harold V. Starr.

Seeking to develop and improve the City and County of San Francisco's current and proposed municipal programs through studies and recommendations, this department—

- Campaigned for urban redevelopment of the "Golden Gateway," Diamond Heights and Western Addition areas;

- Continued its efforts to assure eventual construction of the proposed \$45 million Federal Office Building;

- Worked for passage of the \$60 million State bond issue, involving \$50 million for improvement of facilities at the Port of San Francisco and \$10 million for improvement of small boat harbors throughout the State;

- Cooperated with the Port Authority in a campaign to convert the tug **Frank G. White** as an auxiliary fireboat (reconversion bids were let in November);



- Appointed a working committee to cooperate with other organizations in proper revision of the city fire code;

- Approved parking meter rate increases (passed by the Board of Supervisors January 1) to help shopping areas through use of funds for future construction of off-street parking facilities;

- Approved the Steinhart Aquarium bond issue of \$1,575,000, eventually passed by the voters;

- Participated in the opening ceremonies at Brooks Hall;

- Urged approval of 20-1 floor area ratio in proposed section of the zoning ordinance, approved by Board of Supervisors in November;

- Presented recommendations to the State Highway Commission for continuation of the freeway program in San Francisco and other proposed freeways, surveys, plans, right-of-way acquisition and routings, based on studies by the Street, Highway and Bridge Section of the Chamber;

- Urged that Skyline Boulevard be designated as a National Parkway (approved by the Board of Supervisors in November);

- Staged the first voluntary community vehicle safety check ever to be held in San Francisco with this city receiving an award of excellence from the Inter-Industry Highway Safety Committee, Inc., Washington, D.C.;

- Approved development of off-street parking facilities, participated in the dedication of the Fifth & Mission Garage and the groundbreaking of the Civic Center Underground Garage;

- Distributed more than 80,000 driving tip leaflets to the public, convention visitors, newcomers and settlers and tourists and organizations;

- Intensified studies of problems involved in the achievement of S. F. Bay Area Rapid Transit District goals and

- Set up a Regional Problems Section to study regional planning, recreational area designation and preservation, air pollution problems, regional rapid transit, water problems and legislation involved in setting up a Golden Gate Authority.

Domestic Trade-

Committee Chairmen: Sehwyn Eddy, Domestic Trade; W. H. Mixer, Business Center Development; Andrew McLaughlin (deceased, succeeded by Richard M. Oddie), Marketing and Sales Promotion; Roy P. Cole, Small Business; Harry W. Guppy, Government Purchasing Liaison; Irving Culver, Personal Property Tax; and Dan E. London, Great Golden Fleet. **Section Chairmen:** Harry R. Smith, Alaskan Affairs; Alan H. Johnston, Hawaiian Affairs; and Emmett Fitzpatrick, Inter-City. **Manager:** Sidney H. Keil.

Developing San Francisco as the market center of the West and providing commodity information for business, this department—

- Co-sponsored second annual Jackson Square Day;
- Presented an "Award of Progress" to Phillips & Van Orden Printing Company and to Abercrombie & Fitch;
- Sponsored "Small Business Opportunity Day" at the Civic Auditorium;
- Sponsored "Holiday for Kids" with the cooperation of The Gray Line Inc.,
- Coordinated and Cosponsored first annual Fisherman's Fiesta;
- Staged "Better Your Living" public showings of remodeled homes with the cooperation of contractors, the Home Improvement Council and the Pacific Gas & Electric Co.;
- Sponsored the eighth annual "Coastal Days" in which 159 business and agricultural leaders and their wives from 16 coastal counties of northern California were guests;
- Conducted trade promotion and goodwill sojourns to central coastal counties and to southern Alameda and peninsula communities and to Reno—also hosted Modesto Chamber of Commerce businessmen;
- Sponsored cruises of the "Great Golden Fleet" to Stockton, Petaluma and to the Benecia Centennial and for Press Day, the International Press Institute, the American Red Cross National Board of Governors, "Coastal Days" guests, the National Council of Social Studies Board of Directors. The "Great Golden Fleet" also participated in the jet hangar dedication of United Air Lines; welcomed the U. S. Navy's First Fleet, entertained many small groups on the "Great Golden Fleet" flagship, The Adventuress.
- Coordinated with the Post Office in the San Francisco celebration of the Overland Mail Centennial and the First Day of Issue ceremonies;
- Published the Merchant Wholesalers and Branch Sales Office Directory;
- Published a revised edition of the Directory of Large Manufacturers of the 13 Bay Region Counties;
- Responded to 1,289 inquiries on where to buy in San Francisco plus 1,476 other commodity inquiries, and answered an estimated 4,800 telephone calls concerning products or services processed in San Francisco;
- Published a monthly Business Tips bulletin;
- Interviewed hundreds of salesmen and business owners seeking an outlet or location in San Francisco and
- Distributed thousands of folders promoting San Francisco as a desirable business location.

1958 FINANCIAL SUMMARY

Financial operations of the San Francisco Chamber of Commerce for 1958 summarize as follows:

INCOME	
Dues	\$300,854.29
Subscriptions, fees, miscellaneous.....	35,432.51
Total Income	\$336,286.80
EXPENSES	
Total	\$385,259.60
Less reimbursements by City and County of San Francisco for Publicity and Advertising	45,000.00
Net Expenses	\$340,259.60
Balance from Reserves.....	\$ 3,972.80

Industrial-

Chairmen and Vice Chairmen: O. R. Doerr, Industrial Advisory Committee; Frank P. Gomez and John S. Bolles, Industrial Development; James H. Barry, II, and Gustav Schwarz, Manufacturers; George M. Cook and T. K. Cleveland, Chemical Industries Section; L. T. Kett and E. M. Barker, Mining Committee; George F. Hansen, Shipbuilding; Walter J. Maytham and William W. Moore, Technical Projects; and Henry J. Degenkolb, Building Code Section. **Manager:** Lewis M. Holland. **Assistant Manager:** Harold T. Wood.

Striving to advance San Francisco and the San Francisco Bay Region as an ideal location for a variety of industrial activities and working to improve manufacturing on the local, state and national levels, this department—

- Attended 119 meetings, held 5,047 telephone conversations and executed 1,306 pieces of correspondence relating to industrial development;
- Provided San Francisco Bay Region plant location information to more than 50 inquirers;
- Distributed progress report to property owners, continued activity at Board meetings of Hunters Point Reclamation District and



- established a study group to report on the feasibility of an industrial park in the district;
- Fostered activities of South Basin Sub Committee to develop industrial park in that area;
- Held third annual Industrial Development Conference in conjunction with Chamber's "Coastal Days" program;
- Prepared annual edition of **Engineers & Architects Directory** for distribution early this year.

Board endorsement urging adoption of new housing code and cooperated with city officials regarding proper budget for Inspection Department;

- Cooperated with the San Francisco Engineering Council and Engineers Club to set up committee to study feasibility of Technical Center Building in San Francisco;
- Opposed proposed U. S. Senate Bill to establish National Wilderness Preservation System;
- Participated in discussion and distribution of petition for signatures on the Gold Question;
- Corresponded with California Congressmen and Senators regarding Mining Committee's aim to include mercury and other metals in the Mineral Assistance Bill;
- Cooperated in Chemical Industries Show at Brooks Hall;
- Organized Air Pollution Sub Committee to study and formulate Chamber policy on Regulation No. 2 of the Air Pollution Control District;
- Coordinated action of shipbuilding industry to have vessels of 1,000 tons or more under construction made exempt from personal property tax;
- Campaigned for larger drydock at Hunters Point to accommodate Forrestal-type vessels;
- Organized northern California industrial managers' inspection tour of Pacific Gas & Electric Caribou facilities;
- Initiated Chamber Board approval of a business climate survey and established a "task force" to carry out the project;
- Saluted Pacific Gas & Electric Company and General Electric Company for joint venture in Vallecitos Atomic Power Plant and toured the plant;
- Participated in Urban Land Institute panel study of Crocker Estate Industrial Park, and
- Attended American Industrial Development Council Convention in Atlanta, Ga., and Board of Directors' Meeting in Chicago (with stopovers at Colorado, New York and Chicago during the Atlanta trip to call on 25 industrial prospects for the Bay Area).

Public Affairs— *Chairmen and Vice Chairmen: Gene K. Walker, Business-Education Day; Stuart D. Meust and W. Kent Dyson, Armed Forces; S. R. Newman and O. Kenneth Pryor, Aviation; Vincent Cullinan, Legislative and National Affairs; Raudell Larson and H. J. Brunner, Redevelopment Coordinating; and F. B. Magruder, Tax. Manager: Randle P. Shields.*

In studying public questions regarding aviation, armed forces, state and federal taxation and expenditures and other matters of law and governmental regulations and administration to bring about a fuller understanding of the American free enterprise system and educational system, this department—

- Sponsored the Armed Forces Day Civic Luncheon, featuring an address by Donald A. Quarles, Deputy Secretary of Defense;
- Helped arrange a civic welcome for U.S. First Fleet;
- Opposed efforts to get U.S. Army to abandon the Presidio;
- Campaigned for "military pay based on proficiency" legislation in Congress;
- Explored possibility of opening Old Fort Point to the public;
- Cooperated in the recruitment programs of the Armed Services;
- Sponsored the National Defense Resources Conference, arranging receptions for conferees and assisting in staging opening and graduating ceremonies;
- Commemorated Letterman Army Hospital Diamond Jubilee;
- Cooperated with airport and city officials in developing San Francisco International Airport facilities to fit Jet Age needs;
- Opposed restriction of certain areas above the Bay for high-speed jet climb-out;
- Successfully supported legislation creating the Federal Aviation Agency as an independent agency of the government;
- Sponsored 20th Anniversary of the Civil Aeronautics Act;
- Publicly acknowledged San Francisco's entrant in Powder-Puff Derby;
- Fostered Aviation Education program;
- Conferred on dedication of new downtown Airlines' Bus Terminal;
- Sponsored luncheon lauding Lockheed Aircraft Corporation and Ames Aeronautical Laboratory;
- Sponsored a meeting heralding State's first jet airliner, the Douglas DC-8;
- Conducted studies on private flying, jet sound, aviation legislation, manned missiles, Bay Area helicopter service and Golden Gate Authority;
- Sponsored Business-Education Day and Education-Business Day;
- Sought elimination of tolls on merchant marine training ship passage of the Panama Canal;
- Opposed proposals for Federal supplementation of State unemployment benefits;
- Provided representation for the Chamber during 1958 State Legislative Session;
- Produced and distributed more than 10,000 copies of "Know Your Elected Representatives";
- Studied and recommended policy on proposals for June Municipal ballot and on 17 State measures plus six Municipal measures on November ballot;
- Sought limitation of State General Fund expenditures and urged adoption of Hoover Commission recommendations in its campaign for economy in government;
- Supported an increase in the San Francisco Unified School District tax rate limit from \$2 to \$2.50 per \$100 assessed valuation;
- Recommended charges for City and County emergency hospital service wherever appropriate;
- Successfully followed up on its Tax Section's original proposal to bring the city under the Bradley-Burns Sales and Use Tax law, resulting in millions of dollars of additional sales tax revenue being realized by San Francisco;
- Sponsored 1958 Income Tax Conference;
- Observed "Know Your America Week," and
- Answered hundreds of public inquiries for information on legislation, tax, aviation, armed forces and many other subjects involving intensive research.

Publicity— *Chairman: John R. Little, Publicity Committee. Manager: James D. Warnock. Assistant Manager: Joseph I. Hanghey. Publicizing and advertising the City and County of San Francisco and its economic and cultural development locally, nationally and internationally, for the ultimate benefit of local business; informing members and the public as to the aims, action and accomplishments of the Chamber, this department—*

- Prepared and distributed 621 news releases, captions, memos and fact sheets relating to San Francisco or Chamber events to hundreds of publications, radio and television stations throughout the United States, including 50 on state and local ballot propositions.
- Prepared and distributed 720 captioned news photos to northern California daily and weekly newspapers, primarily the *San Francisco Call-Bulletin*, *San Francisco Chronicle*, *San Francisco Examiner*, *San Francisco News*, *Daily Commercial News*, and *S. F. Progress*.
- Sent 2414 captioned scenic photos of San Francisco to 1367 publications and organizations throughout the world upon request.
- Sent 2389 Magazine Service Bureau articles on San Francisco subjects to publications throughout the world.
- Developed nearly 50 new captioned scenic photos of San Francisco, bringing to about 150 the number of views available on a loan basis.
- Sent out 960 captioned newspaper mats of San Francisco scenes to daily and weekly newspapers, including special series on Fisherman's Wharf and Chinatown.
- Lent 196 negatives, slides and transparencies of San Francisco scenes to publications and individuals throughout the world.
- Lent 74 cuts of San Francisco scenes to publications and individuals throughout the world.
- Handled hundreds of requests from press, radio and television and from organizations and individuals regarding information on the city or the Chamber.
- Sent out 1119 San Francisco posters upon request to individuals and organizations throughout the world.
- Prepared and edited fortnightly publication, *Bay Region Business*.
- Provided 24,370 reprints of features from *Bay Region Business* for special mailing and distribution to publicize aspects of San Francisco, including "Progressograms," "Chambergraphs," "Salutes to Industry," "San Franciscanas," including features on employment, housing, the building boom, the S. F. Giants, S. F. Ballet, S. F. Boys Chorus.
- Sent out two series of San Francisco fact fillers to 1320 publications throughout the English-speaking world, primarily to journals with 10,000 or more circulation.
- Handled press, radio and television relations for approximately 50 special events, including Chamber luncheons, Pacific Festival, Fisherman's Fiesta, Income Tax Conference, National Defense Resources Conference, National Conference on Employee Benefit Plan Legislation, World Trade Week, Business-Education and Education-Business Days, Safety Check, Coastal Days.
- Handled press, radio and television relations for Chamber affiliates, the Retail Merchants Association and the San Francisco Area World Trade Association, including dinner for First Deputy Premier Mikoyan, attended by more than 60 press representatives from throughout the U. S.
- Conducted a speakers' information bureau which aided 265 organizations throughout northern California.
- Sent series of seven forest fire prevention spot announcements to 93 radio and television stations on behalf of the Chamber's "Keep Green" committee.
- Designed many brochures, booklets and leaflets and arranged for their production to further publicize San Francisco and Chamber activities on civic, regional, national and international levels.
- Represented Chamber on Mass Media Committee, World Affairs Council; Public Relations Round Table; Publicity Committee, San Francisco Advertising Club; San Francisco Bay Area Publicity Club; Gang Dinner Committee, Press and Union League Club.

Transportation-

Chairman and Vice Chairman, Transportation Committee: Robert M. Brown and A. D. Carleton. Manager: Charles C. Miller. Assistant Manager: James M. Cooper.

Assuring San Francisco of adequate rail, water, highway and air transportation facilities and services at just and reasonable rates and fares to attract and hold industry, business volume, port traffic and tourist travel, this department—

- Participated in eight hearings of the Pacific Inland Tariff Bureau involving 607 rates between California and the Pacific Northwest protesting motor rates discriminatory to the San Francisco Bay Region;

- Rendered 3,477 direct services to Chamber members and others; answered 303 travel requests from all sections of the country;

- Attended 294 meetings involving transportation matters;
- Prepared freight rate studies in response to requests from out-of-state industrial prospects and the Chamber Industrial Department;

- Attended Interstate Commerce Commission hearings in San Francisco on lumber rail rates and Docket MC-C-2027, rules on shipments of light and bulky articles;

- Participated in California Public Utilities Commission hearings involving carrier practices, petitions for statewide increases in minimum rates, exception ratings, and increases in San Francisco and East Bay drayage rates;

- Cooperated with other interested parties in successfully securing publication of six export-import rail rate proposals, involving wheat, synthetic rubber, tea, tractors and machinery, to increase the flow through the Port of San Francisco;

- Supported 17 transcontinental and local import-export freight rate proposals to equalize rates from inland common points to Pacific Coast ports with Atlantic and Gulf Ports;

- Filed letters with tariff publishing bureaus seeking rate adjustments on petroleum, coke, grain, cottonseed oil, batteries and vegetable oil to maintain proper rate relationships for San Francisco Bay Area shippers;

- Successfully supported, with others, Senate Bill 3778 (National Transportation Act of 1958), signed into Public Law 85-625, in the interests of a strong and sound transportation system;

- Filed petition and was granted leave to intervene and participated in pre-hearing conference in CAB Docket No. 7984, the Southern Transcontinental Service Case;

- Prepared and supplied 25-page brochure containing economic and commercial data plus a 26-page compilation of statistics and charts to international air carrier research teams interested in San Francisco as a west coast terminal;

- Completed and filed 70-page exhibit and 31-page brief in CAB Docket No. 9214, in San Francisco-New York nonstop air carrier service case, and spent 10 days in hearings on the matter in S.F. and Washington, D.C.;

- Urged CAB to expedite hearing on application for San Francisco-Los Angeles turn-around air service;

- Developed comprehensive exhibit to insure adequate air service for San Francisco in the CAB Docket No. 5645, the Pacific Southwest Local Service Case;

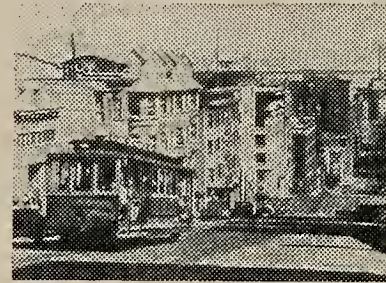
- Prepared bulletins to Chamber Transportation Committee covering postal increases, repeal of taxes on transportation of property and proposed parcel post rates.

Research-

Manager: Ralph Koeber. Information Supervisor: Miss Nancy Henry. Analyzing significant economic trends and providing a major centralized facility for basic information sources and economic data regarding business and industrial sources for San Francisco and other Western market areas, this department—

- Answered 84,306 counter, telephone and written requests for information—the highest number in the history of the Chamber;

- Provided business reference library and directory services, utilizing records of 1,291 organizations in this area, 188 latest telephone directories and 358 city directories;



- Compiled 10 organizational directories;

- Made 12 surveys, monthly and cumulative, of business conditions in the San Francisco Bay Region and developed reports for Chamber membership and the press;

- Compiled and published 36 page booklet, **San Francisco and The Bay Area—An Economic Survey and Yearly Review**;

- Compiled and published four quarterly editions and one supplement of **Calendar of Events of Public Interest in San Francisco**;

- Developed and published new Chamber map folder of San Francisco and the Bay Region;

- Compiled half-year tax calendars;

- Surveyed and compiled directory of federal agencies serving San Francisco, the Bay Area and northern California;

- Prepared new booklets, including **Facts for Newcomers** and **Facts for Students**;

- Developed new literature slanted for visitors and newcomers, including information on hotels, motels and eating places, real estate dealers, newspapers, travel bureaus, business schools, colleges, special schools, residence clubs for women and savings and loan associations;

- Prepared article on San Francisco's progress, financial status and development for **Encyclopedia Britannica** (1959 Yearbook);

- Developed new "Chambergraphs" on Bay Region dwelling units growth, 1950-1958, and employment trend in San Francisco 1956-1957;

- Prepared chart on labor-management relations in San Francisco 1947-1957;

- Compiled a report on San Francisco and Bay Region growth, 1948-1958, including news highlights and tabulations;

- Recomputed San Francisco business activity index components from new data—monthly series, 1921-1958;

- Developed report on expanding San Francisco economy 1950-1958;

- Developed six page report on restaurants with banquet facilities in San Francisco;

- Illustrated Chamber's various activities at the Small Business Conference;

- Maintained cooperative office of the U.S. Department of Commerce and

- Carried on key functions related to San Francisco census tracts and areas, developing a new report on census retail trade areas.

Some of the Many Special Events Sponsored or Cosponsored by Chamber in '58

January 16—Federal Civil Service Luncheon.

January 20—Employee Benefit Fund Conference.

February 19—Ambassador Van Roijen Luncheon.

March 11—"Search for Paradise," Cinerama Dinner.

March 21—Paul Opperman Luncheon.

April—Home Improvement Month.

April 3—San Francisco Automobile Dealers Luncheon.

April 8 - May 2—Second Annual Business Development Tour of Eastern Asia.

April 10—S.S. Himalaya Luncheon.

April 18—Insurance Day Luncheon.

April 20—Greet Golden Fleet Press Cruise.

April 24—Education-Business Day.

April 28—Invest in America Luncheon

April 28—Golden Fleet International Press Cruise.

May 16—Armed Forces Day Luncheon.

May 21—World Trade Week Luncheon.

May 26-28—Voluntary Motor Vehicle Safety Check.

June 5—Second Annual Jackson Square Day.

July 24-25—Union Square Fashion Show.

August 14-15—Coastal Days.

September 15-26—National Defense Resources

Conference.

September 12-21—Pacific Festival.

October 10—Overland Mail Centennial.

October 23—Pacific Coast Regional Inflation Conference.

October 27—Navy Day Luncheon.

October 30—Small Business Opportunity Day.

October 31—Livestock Man of the Year Luncheon.

November 14-16—Fisherman's Fiesta.

November 25—Farm-City Week Luncheon.

November 25—"South Seas Adventure" Cinerama Dinner honoring Frederika, Queen of the Hellenes.

December 11—Income Tax Conference.

S. F. Business Activity for 1958 Surpasses All Previous Records

Business activity in San Francisco set a new annual record during 1958, closing out the year 1.4 per cent above the preceding 12 months, according to the Research Department of the Chamber.

The Chamber business index for December rose 26.8 per cent above November to an all-time high of 198.6, raising the annual average to 157.3 (1947-49 monthly average — 100 index.)

The business trend last year began below the 1957 level and was 2.6 per cent behind at the end of the first quarter. At the end of the first half, it was off 1.4 per cent. By the end of the third quarter the gap was reduced to 0.3 per cent. At the end of 10 months it pushed ahead by 0.4 per cent and closed out the year with a gain of 1.4 per cent.

The breakdown for the year:

FINANCE—Financial transactions in the San Francisco area set new records last year. Bank debits to demand deposits topped 1957's record by nearly a billion dollars and reached the \$50 billion level for the first time.

Bay region bank debits rose to \$78,487,460,000 and were \$2,265,881,000 more than the preceding year. The region's transactions accounted for 33.37 per cent of the 12th Federal Reserve District total.

The San Francisco division of the Pacific Coast Stock Exchange completed its second year under consolidation with record activity. Shares traded numbered 41,826,900 with a market value of \$811,393,126—an increase of 18.6 per cent in number and 24.6 per cent in market value over the previous year.

Commercial failures in San Francisco were 26.8 per cent less and liabilities were down 19.7 per cent.

Some 675 insurance firms reported 22,400 employees and annual payrolls totaling more than \$102 million.

CONSTRUCTION—Total construction authorized in San Francisco set an all-time record. Permits totaled 11,595 and amounted to \$83,226,675—an increase of 21.9 per cent in value and 0.9 per cent in number.

New residential construction amounted to \$32,991,234 and provided for 2,280 dwelling units. New non-residential authorized amounted to \$28,168,146. Additions, alterations and repairs totaled \$22,067,295.

Bay Area construction authorized totaled \$746,737,000—an increase of \$119,606,000. Dwelling units provided for in the area totaled 41,214—an increase of 10,085.

REAL ESTATE—Real estate transactions rose 1.5 per cent above the preceding year with 17,250 deeds recorded. There were 14,494 mortgages and deeds of trust recorded, amounting to \$227,082,669—an increase of 31.9 per cent in amount although 2.2 per cent less in number.

TRADE—Retail sales in San Francisco, when finally available, will probably be close to the \$2 billion total of the previous year. San Francisco reported total department store sales one per cent under a year ago. Apparel store sales showed a two per cent gain.

Wholesale sales in San Francisco, estimated at \$5.2 billion, were about the same as the previous year. Pacific Coast merchant wholesalers sales fell one per cent for the first 11 months.

On the Pacific Coast, eight out of 12 wholesale groups reported the first 11 months sales ahead of the similar 1957 period: automotive equipment rose two per cent, plumbing and heating equipment one per cent, lumber and construction materials two per cent, general-line grocery four per cent, fruit and vegetables one per cent, drugs three per cent, and tobacco distributors 11 per cent. Sales of electrical apparatus and appliances slipped one per cent, furniture three per cent, hardware one per cent, and dry goods three per cent.

EMPLOYMENT—Employment in the six-county Metropolitan Area—Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano counties—reached its highest level, 1,113,500 persons in December. The monthly average employment

amounted to 1,080,140—0.9 per cent off the 1957 record level.

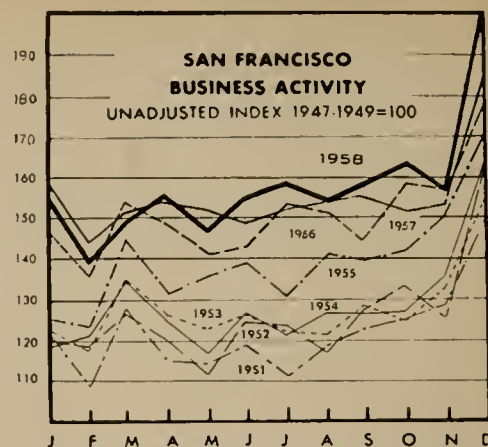
The service industry averaged 246,435 employed last year to lead all groups with an increase of 2.6 per cent; manufacturing employed 206,545 persons, 5.9 per cent under 1957; retail trade 175,550, practically the same as a year earlier; wholesale trade 79,915, slightly up; transportation, communications and utilities, 117,100, off 3.9 per cent; finance, insurance and real estate, 68,385, off 0.4 per cent; contract construction 67,625, off 3.6 per cent; government, 94,050, up 2.2 per cent; and agriculture 18,890, off 2.3 per cent.

TRANSPORTATION—San Francisco International Airport set records for passengers, airmail and freight traffic.

Planes in-and-out totaled 128,421 or an average of 352 flights per day; passengers on-and-off totaled 3,596,023, up 3.2 per cent; airmail 40,418,383 pounds, up 11.3 per cent; and air freight 85,583,207 pounds, up 12.9 per cent.

Port of San Francisco reported 5,672,866 revenue tons, a loss of 9.2 per cent. Foreign movements amounted to 3,152,242 tons or 55.5 per cent of the total, a decline of 5.1 per cent. Intercoastal shipping was off 19.1 per cent, inland waterways 11.9 per cent.

Last year 4,752 cargo vessels arrived in San



Francisco, compared to 4,673 during 1957. Registered tonnage amounted to 23,023,663 or 2.8 per cent above the preceding year. Freight car movements totaled 147,831, off 3.7 per cent. Truck movements were up 3.8 per cent.

Bay Bridge vehicle crossings, 35,961,085, set a new record. Golden Gate Bridge vehicle crossings also set a new record with 16,847,827, an increase of 5.4 per cent.

UTILITIES—Sales of electric energy except street railway and street lighting power, increased 3.4 per cent; residential water consumption 3.5 per cent, and industrial and commercial 11.0 per cent. Gas sales were off 0.4 per cent.

POPULATION—San Francisco's population was estimated by the Chamber at about 821,000 as of January 1, 1959, or 7,000 above the previous year.

CONSUMER PRICES—Consumer prices in San Francisco, based on the March, June, September and December quarterly average, rose 3.6 per cent over 1957 prices.

The average weekly earnings of manufacturing production workers in the Metropolitan Area rose 3.8 per cent in 1958 to \$99.27.

1958 OFFICERS AND DIRECTORS

PRESIDENT: Alan K. Browne, Vice President, Bank of America N.T. & S.A.

FIRST VICE PRESIDENT: Dan E. London, Managing Director, St. Francis Hotel.

SECOND VICE PRESIDENT: Jack H. How, President, Western Machinery Co. and Western-Knapp Engineering Co.

THIRD VICE PRESIDENT: O. R. Doerr, Vice President in Charge of Sales, Pacific Gas & Electric Company.

FOURTH VICE PRESIDENT: G. L. Fox, General Manager, San Francisco Chamber of Commerce.

TREASURER: Emmett G. Solomon, Vice President and Director, Provident Securities Co., Crocker Estate Co.

ASSISTANT TREASURER: Robert H. Barr, Administrative Assistant, Easterday Supply Company.

SECRETARY: Marie A. Hogan.

DIRECTORS

James H. Barry II, The James H. Barry Co.
Benjamin F. Biaggini, Jr., Southern Pacific Co.
Ivan Branson, Morning Glory Sandwich Co.
Robert M. Brown, McCutcheon, Thomas, Matthews, Griffiths & Greene
Robert W. Cahill, Cahill Construction Co.
E. W. Carey, Fibreboard Paper Products Corporation
Ransom M. Cook, American Trust Co.
Earle C. Dahlem, Wm. L. Hughson Co., Inc.
W. W. Davison, Standard Oil Co.
Arthur J. Dolan, Jr., Blyth & Co., Inc.
Selwyn Eddy, West Coast Shell Oil Co.
Frank P. Gomez, Industrial Realtor
Charles Thomas Gray, American Forest Products Corp.

George F. Hansen, Matson Navigation Co.
Willis M. Holtum, Equitable Life Assurance Society of U.S.
W. F. Kaplan, The Emporium-Capwell Co.
Roger D. Lapham, Jr., Alexander & Co.
John R. Little, Foote, Cone & Belding
Rene A. May, Getz Bros. & Co.
Walter J. Maytham, Westinghouse Electric Corp.
Harry C. Munson, Western Pacific Railroad Company
Sterling R. Newman, United Air Lines
Jack T. Pickett, California Farmer
Quentin Reynolds, Safeway Stores, Inc.
G. J. Ticoulat, Crown Zellerbach Corp.

Survey of Business in San Francisco for the Year 1958

BRANCH OF ACTIVITY	DEC. 1958	DEC. 1957	% CHG.	12 MOS. 1958	12 MOS. 1957	& CHG.
*GENERAL BUSINESS ACTIVITY (1)						
San Francisco Chamber of Commerce.....Index	198.6	184.3	7.8	157.3	155.2	1.4
CONSTRUCTION PERMITS (2)						
Total.....Number	1,021	779	31.1	11,595	11,496	0.9
.....Value	6,097,824	4,263,752	43.1	83,226,675	68,285,576	21.9
Residential, new.....Number	108	69	56.5	1,069	861	24.2
.....Value	2,128,200	1,101,835	93.2	32,991,234	16,017,601	106.0
Dwelling units.....Number	183	101	81.2	2,280	1,372	66.2
Single-family units, new.....Number	90	60	50.0	836	733	14.1
Two-family units, new.....Number	12	6	100.0	154	92	67.4
Multi-family units, new.....Number	81	35	131.4	1,290	547	135.8
Non-residential, new.....Number	8	10	-20.0	111	152	-27.0
.....Value	2,570,250	838,020	206.7	28,168,146	27,074,861	4.0
Additions, alterations and repairs.....Number	905	700	29.3	10,415	10,483	-0.6
.....Value	1,399,374	2,323,897	-39.8	22,067,295	25,193,114	-12.4
Nine County dwelling units authorized.....Number	3,240	2,237	44.8			
REAL ESTATE (3)						
Deeds recorded.....Number	1,507	1,075	40.2	17,250	16,998	1.5
Mortgages and deeds of trust.....Number	1,456	1,013	43.7	14,494	14,814	-2.2
.....Amount	26,746,067	10,546,759	153.6	227,082,669	172,214,450	31.9
*RETAIL DEPARTMENT STORE SALES (4)						
San Francisco (unadjusted).....Index	229	231	-0.9	126	128	-1.6
FINANCE						
Bank debits (4).....\$000	4,998,924	4,410,398	13.3	50,367,588	49,422,456	1.9
Bank clearings (5).....\$000	3,464,929	3,070,069	12.9	35,458,748	34,871,764	1.7
Postal receipts (6).....\$		3,354,799			31,768,284	
San Francisco Stock Exchange (7).....Shares traded	5,276,956	8,826,630	71.2	41,826,930	35,262,939	18.6
.....Market value \$	90,994,062	51,775,721	75.7	811,393,126	651,249,566	24.6
COMMERCIAL FAILURES (8)						
.....Number	4	5	-20.0	101	138	-26.8
Liabilities.....\$	128,006	197,793	-35.3	4,099,599	5,104,427	-19.7
Assets.....\$	94,277	107,472	-12.3	1,528,336	1,296,043	17.9
INDUSTRY TREND—6 County Employment (9)						
Manufacturing—average weekly earnings.....(Dollars)	1,113,500(p)	1,100,500	1.2	1,080,140(p)	1,089,985	-0.9
.....(a)	102.64(a)	96.10(a)	6.8	99.27(b)	95.65(b)	3.8
Manufacturing.....(Employment)	208,700(p)	209,100	-0.2	206,545(p)	219,610	-5.9
Construction, contract.....(Employment)	70,100(p)	65,900	6.4	67,625(p)	70,175	-3.6
Finance, insurance, real estate.....(Employment)	69,300(p)	68,800	0.7	68,385(p)	68,650	-0.4
Retail trade.....(Employment)	192,800(p)	190,800	1.0	175,550(p)	175,710	-0.1
Wholesale trade.....(Employment)	80,000(p)	80,400	-0.5	79,915(p)	79,890	0.0
Service.....(Employment)	251,400(p)	244,600	2.8	246,435(p)	240,100	2.6
Trans., comm., utilities.....(Employment)	117,400(p)	120,400	-2.5	117,100(p)	121,820	-3.9
Agriculture.....(Employment)	16,900(p)	16,900	0.0	18,890(p)	19,325	2.3
Government—Federal, State, Local.....(Employment)	104,000(p)	100,600	3.4	94,050(p)	92,035	2.2
Other.....(Employment)	2,900(p)	3,000	-3.3	2,635(p)	2,740	-3.8
TRANSPORTATION						
Freight car movements (10).....(Number)	12,586	11,405	10.4	147,831	153,307	-3.7
San Francisco Airport traffic (11).....(Number)	10,945	11,056	-1.0	128,421	129,798	-1.1
Planes in and out.....(Number)	285,447	286,372	-0.3	3,596,023	3,484,803	3.2
Passengers off and on.....(Lbs.)	5,118,140	4,418,286	15.8	40,418,383	36,300,502	11.3
Air mail loaded, unloaded.....(Lbs.)	777,486	850,871	-8.6	8,137,117	8,342,865	-2.5
Air express loaded, unloaded.....(Lbs.)	7,979,848	5,969,434	33.6	85,583,207	81,984,654	4.4
Air freight loaded, unloaded.....(Lbs.)	94,695	95,623	-1.0	853,303	694,137	22.9
Express shipments (12) rail.....(Number)	171.2	153.7	11.4	164.7	158.1	3.8
*Truck movements—San Francisco area (1).....Index	60,446	56,371	7.2	888,284	858,155	3.5
Out-of-state passenger cars entering Northern California (21).....(Number)	156,276	145,664	7.3	2,290,533	2,269,193	0.9
PORT OF SAN FRANCISCO (13)						
Total.....Revenue tons	568,197	513,962	10.6	5,672,866	6,250,781	-9.2
Coastwise.....Revenue tons	15,038	5,393	178.8	88,116	129,944	-22.2
Inland Waterway.....Revenue tons	29,294	26,675	9.8	361,156	446,686	-19.1
Intercoastal.....Revenue tons	243,288	197,183	23.4	2,071,352	2,351,582	-11.9
Foreign.....Revenue tons	280,577	284,711	-1.5	3,152,242	3,322,569	-5.1
CARGO VESSELS (San Francisco Bay) (14)						
Arrivals.....(Number)	418	393	6.4	4,752	4,673	1.7
Registered tonnage.....(Number)	2,120,882	1,942,327	9.2	23,023,663	22,406,858	2.8
UTILITIES						
Industrial, commercial gas sales (15).....Cu. ft.	1,413,410,500	1,473,558,900	-4.1	15,683,233,400	15,738,873,700	-0.4
*Elec. energy sales, KW hrs. (15).....Index	165	161	2.5	153	148	3.4
Water consumption, residential (16).....Cu. ft.	128,170,000	111,739,500	14.7	1,458,692,000	1,409,761,000	3.5
Commercial and industrial.....Cu. ft.	162,505,000	155,944,000	4.2	1,957,844,000	1,938,064,000	1.0
NEW DEVELOPMENTS						
Visitor and Newcomer Inquiries (1).....Number	864	628	37.6	17,941	16,131	11.2
Bay Bridge Vehicle Crossings (17).....Number	3,128,946	2,934,379	6.6	35,961,085	34,297,434	4.9
Golden Gate Bridge Crossings (18).....Number	1,393,961	1,292,696	7.8	16,847,827	15,981,260	5.4
FRUITS AND VEGETABLES (19)						
.....Carlots	3,709	3,048	21.7	46,439	41,219	12.7
LIVESTOCK SLAUGHTER (19) No.						
Total.....Number	85,000	92,000	-7.6	1,089,000	1,239,000	-12.1
Cattle.....Number	20,000	22,000	-9.1	256,000	261,000	-1.9
Calves.....Number	4,000	5,000	-20.0	66,000	93,000	-30.0
Sheep, lambs.....Number	33,000	40,000	-17.5	476,000	607,000	-21.6
Hogs.....Number	28,000	25,000	12.0	291,000	278,000	4.7
SAN FRANCISCO CONSUMER PRICE INDEX (20)						
Food.....Index	122.8	119.5	2.8	123.5(c)	118.3(c)	4.4
Apparel.....Index	108.1	108.2	-0.1	108.2(c)	107.7(c)	0.5
Housing.....Index	130.1	127.4	2.1	129.3(c)	125.7(c)	2.9
Rent.....Index	147.0	141.5	3.9	145.2(c)	139.9(c)	3.8
Transportation.....Index	158.2	152.4	3.8	158.1(c)	151.1(c)	4.6
Medical.....Index	151.9	141.0	7.7	149.2(c)	138.1(c)	8.0
Personal Care.....Index	123.5	122.2	1.1	123.7(c)	120.2(c)	2.9
Other Goods and Services.....Index	124.2	123.7	0.4	124.4(c)	122.7(c)	1.4
All Items.....Index	127.9	124.8	2.5	127.8(c)	123.4(c)	3.6

*Index Base (1947-49 Average = 100); (a) November; (b) 11 months average; (c) Quarterly average; (p) Preliminary.

Acknowledgment of basic data sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Company; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Department of Employment, State of California; (10) Pacific Car Demurrage Bureau; (11) San Francisco Airport, City and County of San Francisco; (12) Railway Express Agency; (13) State Board of Harbor Commissioners; (14) Marine Exchange, Inc.; (15) Pacific Gas & Electric Co.; (16) Water Department, City and County of San Francisco; (17) Department of Public Works—State of California; (18) Golden Gate Bridge and Highway District; (19) California Crop and Livestock Reporting Service; (20) Bureau of Labor Statistics, U. S. Department of Labor; (21) Department of Agriculture, State of California.

World Trade-

President of the San Francisco Area World Trade Association (Chamber affiliate): Robert Taylor. Chairmen: Harry L. Evans, Appeals Committee; C. H. Kröll, Arbitration; and E. P. McCall, World Trade Week Committee. Manager: James P. Wilson. Assistant Manager: Henry H. Keith (succeeding Richard J. Abbott).

Promoting expansion of two-way commerce for the Port of San Francisco through educational and service programs and preparing and distributing current commercial information on San Francisco throughout the world, this department has—

- Published monthly **International Bulletin**, including hundreds of trade tips;
- Promoted development of exports and imports through the Golden Gate, now valued at more than \$1 billion;
- Rendered more than 35,000 direct commercial services to members, international traders, firms and promotion groups overseas;
- Encouraged business development through Foreign Trade Zone No. 3;
- Furnished hundreds of businessmen and chambers of commerce, locally and abroad, with detailed information on commercial, industrial, world trade, air and marine port facilities, of the San Francisco area;
- Sent profit-building annual **Business Development Mission to Asia**;
- Continued efforts to bring more official and private world trade promotion organizations into the San Francisco orbit;
- Cooperated with National Foreign Trade Council, Committee for a National Trade Policy, National Council of American Importers and other private and public agencies to improve international facilities for world trade development;
- Urged removal of discriminatory "Buy American" Act from State statute books;
- Cooperated in presenting display of San Francisco Area World Trade facilities at National Foreign Trade Convention in New York;
- Prepared and distributed printed materials and photographs about San Francisco to overseas and American publications, radio, TV, and official and private trade promotional organizations;
- Provided letters of introduction and made special arrangements for convenience of local businessmen traveling abroad;
- Prepared special pamphlets and directory kits for international trade fairs involving the United States;
- Prepared new edition of **Directory of Exporters and Importers** with English, Japanese and Spanish titles;
- Sponsored Golden Gate World Trade Week;
- Supported plans for annual International Trade Fair commencing in June, 1960.



Retail Merchants-

President: Walter F. Kaplan. Managing Director: Harold V. Starr. Working to protect and improve San Francisco's retail industry and furnishing information pertaining to all matters concerning the city's retail interests, this segment of the Chamber—

- Mailed 50 types of bulletins on subjects of interest to retailers and sent out special mailing pieces on legal holidays, school closing and opening dates, admonitions on cashing checks and information for restaurants on safe food-handling courses;
- Successfully campaigned for passage of a city charter amendment to place San Francisco under the Bradley-Burns Act through distribution of campaign literature to insure voter acceptance (Proposition "D" was passed);
- Kept merchants informed on legislation affecting them on local, state and national levels;
- Issued two new retail merchants association classified lists;
- Issued annual and monthly calendar of events;
- Distributed four per cent combined tax schedule in quantity to retailers at a nominal fee;
- Cooperated with California Fire Prevention Committee in distribution of forest fire prevention literature;
- Cooperated with San Francisco Youth Association on "Youth Wants to Work" program;
- Supplied retailers with "Time Off For Voting" notice to post on bulletin boards;
- Kept retailers advised on changes in postal rates;
- Cooperated fully with United Bay Area Crusade campaign;
- Worked with Police Department in regulating "closing-out" sales.

Membership-

Harry C. Munson, Chairman, Membership Committee; J. D. Giesler, President, Second Century Club. Manager: Alan J. Uren. Field Representatives: Darrell L. Brodt, Herbert H. Harmon, William H. Kirkpatrick.

Increasing the strength and effectiveness of the Chamber by maintaining and expanding the membership base, this department—

- Inducted 178 new members into the organization;
- Fostered community acceptance and support of Chamber activities;
- Provided liaison for the exchange of information between the Chamber staff and its members and
- Stimulated member participation in Committee programs aimed at greater economic and civic development.

Chamber Calendar

January 30 — HAWAIIAN AFFAIRS SECTION — Commercial Club, 12 noon.

February 3—SECOND CENTURY CLUB—Iron Duke Restaurant, 12:15 p.m.

February 4—STREET, HIGHWAY & BRIDGE SECTION—Room 200, Chamber, 10:30-12 noon.

February 12—KICK-OFF LUNCHEON—NEW MEMBER CAMPAIGN—Nob Hill Room, Fairmont Hotel, 12:15 p.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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U. S. POSTAGE

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Permit No. 1880

San Francisco, Calif.



Leading Local Firms Up Dues Support in Membership Campaign

Giving great impetus to the membership campaign which will begin officially at next Thursday's meeting, five leading San Francisco firms have voluntarily increased their dues support of the Chamber.

They are:

Bank of America N. T. & S. A.
Pacific Telephone and Telegraph Company
Western Machinery Company
Western Knapp Engineering Co.
Safeway Stores, Inc.

The increased support followed review of Chamber activities and accomplishments described in the Annual Report for 1958, according to Ivan Branson, Chairman of the Membership Committee. The report reflected the greatest activity in the nearly 109-year history of the Chamber on behalf of business and industry, the City, and the Bay Region, according to G. L. Fox, General Manager.

Intensified Membership Program Launched With 'Kickoff' Luncheon at Fairmont Hotel

"In nearly 150 years of existence, chambers of commerce have steadily developed to a high degree of efficiency and have proved vitally important in business and civic development throughout the nation. Chamber membership does not cost, it pays."

—ALAN K. BROWNE, 1958 President of the Chamber.

An intensified membership program—its immediate goal 1,000 new members or \$72,000 in additional annual income—will be officially launched at a luncheon Thursday noon in the Nob Hill Room of the Fairmont Hotel, according to G. L. Fox, General Manager.

Jack H. How, President of the Chamber and President of Western Machinery Co. and Western-Knapp Engineering Co., will open the meeting.

Ivan Branson, President of Morning Glory Sandwich Co. and Chairman of the Chamber Membership Committee, will introduce the main speakers, Alan K. Browne, 1958 Chamber President and Vice President of Bank of America N.T. & S.A. and Thomas J. Mellon, 1955 Chamber President and Vice President of Wesix Electric Heater Co.



IVAN BRANSON
Membership Chairman

of San Francisco." How noted.

"No one would deny the Chamber has had a constructive influence on the economic growth of San Francisco and the Bay Area and civic development. In addition, it has constantly rendered innumerable services to fulfill obligations of the community to the publics of the nation and the world.

"There are about 22,000 business firms in San Francisco that share in the benefits of the Chamber's work. Worthwhile community efforts on the part of the Chamber merit the fullest support possible from the entire business community.

"Faced with rising operating costs, the Chamber has continued to produce remarkably well, rendering full service despite financial handicaps. However, membership as a whole must realize fully its problems in today's economy and the need for continued and increased financial support to match the expanded needs of today's business communities.

"I urge the full participation of the membership in this vital campaign to augment our forces and gird for challenging days ahead."



Ben F. Biaggini, Jr.



Earle C. Dahlem

Chairmen of the nine sections of the Membership Committee include William C. Tait, President of W. C. Tait Corporation—Construction Section; Arthur J. Dolan, Jr., Vice President of Blyth & Co., Inc.—Finance, Insurance and Real Estate; Richard L. Swig, General Manager, Fairmont Hotel—Hotels and Theatres; Robert H. Madden, Jr., District Vice President of Columbia-Geneva Steel Division of U. S. Steel—Manufacturing; John R. Little, Vice President, Foote, Cone & Belding—Miscellaneous Services (Advertising, Business Consultants, Accountants, etc.); James E. O'Brien of Pillsbury, Madison & Sutro—Professional; Quentin Reynolds, District Manager, Safeway Stores, Inc.—Retailing; Ben F. Biaggini, Jr., Vice President, Southern Pacific Co.—Transportation, Communications and Utilities; and Earle C. Dahlem, Executive Vice President, Wm. L. Hughson Co.—Wholesaling.

"For nearly 109 years, the San Francisco Chamber has conducted a diversified and flexible program in behalf of the welfare

U. S. Chamber 'Aircade' Scheduled February 20

How local communities can meet low-cost housing needs without federal subsidies will be outlined to San Francisco area business men at the February 20 "Aircade" meeting of the Chamber of Commerce of the United States at the Fairmont Hotel. The San Francisco Chamber is host for the meeting and the California State Chamber of Commerce is a cooperating agency.

Fee for the all-day session, including luncheon, is \$6.00. Reservations may be made at the San Francisco Chamber, but checks should be payable to the U. S. Chamber.

William A. McDonnell, President of the Chamber of Commerce of the United States, will be one of the panel of business leaders who will discuss major congressional issues during the "Aircade" meeting.



Arthur J. Dolan, Jr.



John R. Little



R. H. Madden, Jr.



James E. O'Brien



Quentin Reynolds



Richard L. Swig



William C. Tait

Progressogram No. 40

"EMBARCADERO CITY—A New Necklace for a Queen"

San Francisco Port Authority plan to redesign the Embarcadero from the Ferry building to Aquatic Park "logically augments the proposed 'Golden Gateway' redevelopment of the existing produce area to the West, long championed by the Chamber," according to Alan K. Browne, Chairman of the Chamber Civic Development Committee and Vice President of Bank of America N.T. & S.A.

The multi-million dollar plan—to be financed by private capital—envisions a revamping of 80 blocks of the northern segment of the waterfront to include an elevated 1½ mile promenade from the Ferry building to Fisherman's Wharf. It would encompass convention facilities, restaurants, art centers, groups of hotels, apartments, offices, shopping centers and a passenger service terminal.

Realization of the plan would make San Francisco "the most beautiful and talked-about city in the world," according to Cyril Magnin, President of the Port Authority. Architects John S. Bolles, Vice Chairman of the Chamber Industrial Committee, and Ernest Born, predicted that the project would "provide a waterfront setting unmatched anywhere in the world."

The various units would be constructed over water and replace ancient piers now unsuited for ship operations in adding the 80 square blocks of varied non-maritime facilities.



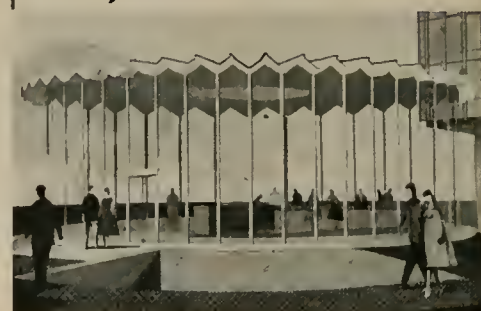
Bolles, also President of the San Francisco Art Association and designer (among other notable structures), of the San Francisco Giants stadium, the International Business Machinery plant in San Jose and Chinatown's Ping Yuen Housing Project, likened the proposed waterfront esplanade to the "San Marco in Venice."

Included in the redevelopment project would be a 20-story tower-type hotel built over the water between the foot of Jackson Street and Pacific Avenue near Piers 3 and 5. Other features would include an International Center, the expansion of the World Trade Center, relocation of the California School of Fine Arts and the S. F. Art Museum, a 15,000-seat convention hall, theatres and auditoriums, space for outdoor exhibits, festivals and pageants, a small boat harbor, sidewalk cafes, a sports center, and a shopping mart.

Magnin said that actual construction by private capital could begin within two years.

(A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

San Francisco Builds



AS ROUND AND AS SOUND as a dollar, this branch banking office of the American Trust Company is expected to be completed this year. The one-story circular structure is located on 1½ acres at Market and Sansome Streets on the site of the 20-story Crown Zellerbach building, also expected to be completed before the year is out. The bank is 70 feet in diameter. It will contain a ground floor and basement. The ceiling will be of pre-cast concrete covered by sheet copper. Customers will be able to view a landscaped area through 40 sheets of walled plate glass. The bank was designed by Skidmore, Owings and Merrill. General contractors are Haas and Haynie.

Annual Union Square Fashion Show Slated

The fifth annual Union Square Fashion Show will be held July 23 and 24, it was announced by Andre Dubbs, President of the San Francisco Fashion Industries.

Dubbs also said local fashion manufacturers concluded "a most successful promotion with San Francisco stores in January called Pacific Blues—a campaign to sell coats, suits, dresses and sportswear to local retailers during the month.

"Enthusiasm for the color stimulated a great number of sales. The success of this promotion was made possible by the cooperative spirit and sincere desire of our great merchants to build the fashion industry."

Plans All Set For Annual Business Tour

Plans have been completed for the Third Annual Business Tour of Japan, Hong Kong and the Philippines, according to Richard Nelson, President of the San Francisco Area World Trade Association, affiliate of the Chamber and tour sponsor.

Departure will be April 19 and the return May 19.

Travel arrangements are being managed by Haley Corporation of San Francisco.

San Francisco's Embarcadero, heart of the city's thriving maritime industry, derives its name from the Spanish term for "landing place" and is 3.5 miles long.

Chamber Urges Cooperation in Air Pollution Problem Policy Statement

Urging cooperation in the air pollution problem, Directors of the Chamber have adopted the following policy statement as recommended by the Manufacturers' Committee, of which Charles T. Gray is Chairman:

"The San Francisco Chamber of Commerce is keenly aware of the growing air pollution problem in the Bay Area. It recognizes that adequate controls over industrial and

other emissions to the atmosphere are desirable and necessary. Unless such action is taken, pollution of the atmosphere could reach such a stage in the future as to have serious widespread detrimental effects on persons and property.

"However, the San Francisco Chamber is concerned about the possibility of the enactment of rules and regulations which may be unduly restrictive and economically impracticable, thus seriously affecting the economy of the area. It is considered essential to preserve the favorable environment for attracting new industry and inducing present plant expansions, in order to provide employment necessary for the rapidly increasing population of the Bay Area.

"The San Francisco Chamber invites the cooperation of the Bay Area Air Pollution Control District, Bay Area press and other public information media, in reporting the factual conditions surrounding such air pollution as may, from time to time, exist. At the same time, such publicity, if distorted, can have an unfortunate effect on the industrial and economic growth of the area. In presenting information for use of the public, it would be helpful if frequency and/or infrequency of occurrences of smog situations were indicated along with information about the severity of pollution. Recognizing our mutual problems, the San Francisco Chamber encourages efforts to reduce the amount of air pollution."

Hitting the High Spots

With JIM WARNOCK

BERNSTEIN'S, one of San Francisco's oldest and best-known restaurants, this week opened a new branch at Fisherman's Wharf. The completely re-decorated facility at 2737 Taylor Street, features the same marine cuisine which has made Bernstein's at 123 Powell famous. Harold Dawson is Manager at Bernstein's-at-the-Wharf, GRaystone 4-0400. . . .



MARK R. SULLIVAN, President, Pacific Telephone and Telegraph Company, has been appointed General Chairman of the northern California Invest in America program for 1959, April 26 through May 2, according to George J. Otto, Western Regional Chairman. The Chamber will co-sponsor the Invest-in-America luncheon April 27. . . .

ADVERTISING MAN AND WOMAN of the Year, named by the San Francisco Advertising Club, are Marshall V. Virello, Advertising Manager of the California Physicians' Service, and Florence Dieves, Executive Producer of W. A. Palmer Films, Inc. The honors highlighted Advertising Week, proclaimed by Mayor Christopher. . . .



ROBERT B. MURRAY, JR., Chamber Director and Executive Vice President, Pacific-Alaska Division, Pan American World Airways, will again serve as Chairman of the Citizens' Committee for the Pacific Festival, September 18-27, San Francisco's civic celebration honoring the states and nations of the Pacific area.

Mayor George Christopher has announced, President Eisenhower has been invited to proclaim the event and foster participation by the Federal Government. Pacific Area Travel Association, meeting in Singapore, has endorsed the event. Cooperating in last year's event were the Chamber, the Chinese Chamber, Commonwealth Club, Down Town Association, Hawaii Visitors Bureau, Japanese Chamber, Pacific Area Travel Association, Retail Dry Goods Assn., Retail Merchants Assn., San Francisco Area World Trade Assn., Junior Chamber, Maritime Museum and World Trade Center. The Chamber Publicity Dept. coordinated promotion of the event with the productive cooperation of many segments of business and industry. . . .



WILLIAM H. KIRKPATRICK, Field Representative, Membership Relations Department of the Chamber, has been appointed to the San Francisco Library Commission by Mayor Christopher. He is also secretary of the Caledonian Club, a director of the William R. Hearst Chapter No. 14, DAV, the Regular Veterans

Association and a member of the Masons and Islam Temple of the Shrine. . . .

ALAN K. BROWNE, 1958 President of the Chamber, has agreed to serve as chairman of the organization's Civic Development Committee and Mass Transit Section. . . .

PUBLICATION OF a 37-page booklet entitled "Increasing Your Pacific Business" and covering major aspects of international trade and investment in the Pacific area has been announced by Richard Nelson, President of the San Francisco Area World Trade Association. The booklet is a compilation of papers delivered during the International Trade Seminar last October under the joint sponsorship of the Association and the School of World Business and International Development of San Francisco State College at the new Downtown Center of the College, 540 Powell St. Copies may be obtained from the World Trade Department. . . .



HENRY R. MORRIS, named San Francisco's Outstanding Young Man for 1958 by the Junior Chamber, is active on many Chamber committees including Business-Education and "Youth Wants to Work." A native of the city, the Pacific Telephone and Telegraph Company executive is a grandson of Angelo

Rossi, late Mayor of San Francisco. He is a graduate of Lowell High School and the University of California. . . .

THE JACKSON SQUARE DIRECTORY, a list of 71 member firms of the Jackson Square Association and owners and senior showroom representatives, is now available at P.O. Box 2529, Station B, San Francisco 26, according to James Trimble of Dean Trimble Importers, President of the Association. . . .



STERLING R. NEWMAN, a past Director of the Chamber and Western Sales Manager of United Air Lines, has been elected President of the San Francisco Convention and Visitors Bureau. He also served as Chairman of the Chamber's Aviation Section from 1956 through 1958. . . .

ERNEST HART, President of the Food Machinery and Chemical Corporation which has its world headquarters in San Jose, will speak to the San Francisco Area World Trade Association, Chamber affiliate, when that organization meets in San Jose Monday for the first time in its 42-year history, according to Richard Nelson, President.

The dinner meeting at the Saint Claire Hotel will be held with the cooperation of the San Jose Chamber of Commerce and Hart's Department Store, which will launch a store-wide promotion of Asian arts, crafts, products and travel as part of "Far East World Trade Week" in San Jose. . . .



PAY-OFF OF THE PERSONALIZED pitch by Foster and Kleiser Company, Division of W. R. Grace & Co., to Walter Jacobs, of Chicago, President of the Hertz Corp., was sale of the "spectacular bulletin" to the company which plans a large expansion of its San Francisco headquarters.

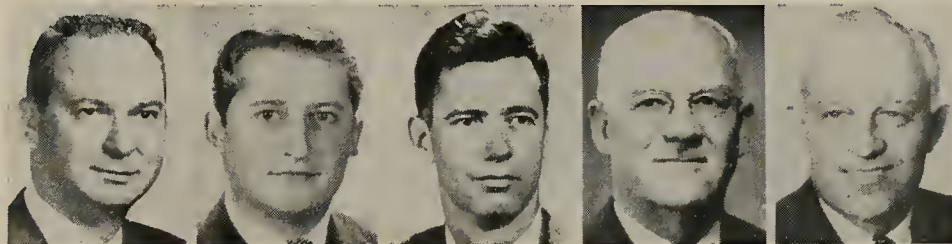
NINTH SOCIAL SCIENCE SEMINAR on "business and politics" will be held from 9:30 a.m. to 4:30 p.m. at the Sir Francis Drake Hotel, Wednesday, March 4, according to Dr. Rex F. Harlow, General Chairman and editor and publisher of the Social Science Reporter. Jack H. How, Chamber President, will be among the panelists. DAVenport 3-7384 for reservations.



DAN E. LONDON, First Vice President of the Chamber, Commodore of the Great Golden Fleet, and Managing Director of the St. Francis Hotel, was elected President of the Golden Gate Bridge and Highway District last week.

SIGNALLING the opening of National Electrical Week, Charles W. Goodwin, Jr., President of the Northern California Electrical Bureau, said there has been a 70 per cent increase since 1950 in electrical horsepower per industrial worker in northern and central California. "This rising application of electric power is a principal factor in the State's industrial growth and capacity to provide jobs for its rapidly growing population," Goodwin added.

NEW MEMBERS OF THE CHAMBER



Myron J. Slager E. Dan Hodel W. W. Evers Edward R. Bacon Wallace R. Richman

New members recently added to the Chamber roster include (above, left to right): Myron J. Slager, President and General Manager, *National Research System*; E. Dan Hodel, President, *Hodel-Strebeigh Associates*; William W. Evers, Director of the Fuel, Power & Water Department, *California Manufacturers Association*; Edward R. Bacon, Founder, *Edward R. Bacon Company*; and Wallace R. Richman, Partner, *Chase, Ward and Gardner Associates*.



THE CHINESE NEW YEAR, the 4,567th year of the Chinese Lunar calendar—the Year of the Boar—is being celebrated this weekend (beginning today) in Chinatown. Here Shirley Wong and Ricky Der drum a serenade for Sze Tze, the magnificent lion, while Virginia Der and Maxine Wong take the parts of baby lions. Sze Tze will drive out evil spirits and will "eat" hundreds of dollar bills hung on the front of stores and residences for the benefit of the Chinese Hospital and will co-star tomorrow in a parade with the Chinatown dragon. Dances, art and painting exhibits, Chinese plays and other entertainment also are planned. In cooperation with the Chinese Chamber of Commerce, the Chamber Publicity Department sent out 200 mats and two dozen photographs of this scene to newspapers throughout the State.

San Francisco Quotes—

"San Francisco has only one drawback — 'tis hard to leave."

—Rudyard Kipling

Chamber Calendar

February 13—INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12:15 p.m.

February 13—R.M.A. BOARD OF DIRECTORS—Press and Union League Club, 555 Post Street, 8 a.m.

Agenda: State and federal legislation.

February 19—KICK-OFF LUNCHEON, NEW MEMBER CAMPAIGN—Nob Hill Room, Fairmont Hotel, 12 noon.

February 20—1959 AIRCADE—Venetian Room, Fairmont Hotel, 9:30 a.m.-3:45 p.m.

February 20—AIRCADE LUNCHEON—Gold Room, Fairmont Hotel, 12 noon.

February 25—MINING COMMITTEE—Commercial Club, 12:15 p.m.

San Franciscana

CHINATOWN ON BROADWAY

Chinatown as the setting for a Broadway success—that's the result of H. Y. Lee's best seller novel, "Flower Drum Song."

The author, born in Hunan Province, China, is a resident of Sausalito where he moved, he says, "Not to be tempted to waste time strolling through the fascinating streets of Chinatown."

"Three years ago," he wrote, "when I was pounding out the 'Flower Drum Song' on the kitchen table in a Clay Street apartment in San Francisco, all I visualized was a pretty jacket displayed in Paul Elder's book store, a jacket with a pagoda roof and a couple of lanterns of Chinatown. All I hoped was that the jacket would lure a few people to the store to inquire about it and perhaps buy it out of curiosity."

"When the manuscript was rejected by three publishers, even that modest picture vanished in my mind. . . . I re-read the rejection slips: 'Too quaint,' 'too episodic,' and 'not commercial' and I decided that the manuscript was doomed."

"So when it was finally published by Farrar, Straus and Cudahy and became a best-seller, I simply couldn't believe it. Some Chinatown elders stroked their beards and informed me there was nothing surprising about it, for it was the Year of the Rooster, a year good for undertakings such as looking



for a job, getting married, publishing a book, and other things. So it was fate, they said: had the book been published a year earlier, say in the Year of the Monkey, it could have been a dud.

"The Rooster Year was indeed a kind one. Immediately after the book's publication, it lured an English publisher, a pocket book publisher and five Broadway producers to it. Joe Fields (lyricist for Rodgers & Hammerstein) was the fastest of the five. . . . Two months later Walter Winchell reported that Broadway was buzzing about Rodgers & Hammerstein's new musical."

"When I came to New York to watch the rehearsals . . . and listened to the beautiful song 'A Hundred Million Miracles,' I could not help murmuring to myself, 'Yes, a hundred million miracles are happening every day'."

A second novel, published in the spring of 1958, also was well received. Lee now is devoting all of his time to creative writing. A third work, "Sawbwa Fang and His Modern Secretary," dealing with the author's reminiscences from the time he was secretary to the Sawbwa (Chinese maharaja) on the China-Burma border for two years during the war, is in the works.

The "Flower Drum Song" tells a love story against a background of family tradition and the age-old differences in viewpoint of the elder and younger generations.

(*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 9,000 this issue



Fat Livestock Sales Committee Formed For Jr. Grand National

A committee to promote the successful sale of fat livestock to be exhibited by farm youth at the Grand National Junior Livestock Exposition March 21-25 at the Cow Palace has been appointed by Jack H. How, President of the Chamber.

Carl L. Garrison, General Manager of Porter Estate Company, is chairman of the committee, which embraces 21 subcommittees dedicated to support of a successful sale of beef, lambs and hogs raised by young farmers.

"Support of the sale by all segments of San Francisco business and industry to keep the event here amounts to money in their own pockets," How said. "The 1,200 farm youth who will exhibit and offer about 1,200 prize winning animals for sale deserve the support of private citizens and business institutions.

"A successful sale will best express San Francisco's interest in its farm neighbors and commendation of young farmers for their enterprise."

Committee chairmen:

E. F. Forbes, President and General Manager, Western States Meat Packers Association (Chairman, Meat Packers Subcommittee); William Brown, Director of Store Operations, Purity Stores (Meat Wholesalers); Richard L. Swig, General Manager, Fairmont Hotel (Hotels); Hugh Gallagher, Special Representative, Matson Navigation Co. (Transportation Companies); E. W. Cole, Merchandising Director, Pacific Telephone and Telegraph Co. (Utilities); J. Leonard Scott, Taylor-Walcott Co. (Feed Dealers); Edgar D. O'Brien, Senior Vice President, American Trust Company (Banking); Vernon Boyd, Administrator, Bayview Savings and Loan Association (Savings and Loan Associations); John W. Bennett, Manager and Executive Secretary, Commercial Club (Clubs); Walter F. Murphy, Botina Equipment Co. (Machinery and Equipment Dealers); Ed Levesconte, Vice President, H. W. Crocker (Printers and Lithographers); William Hunt Conrad, Staff Planner, Kern County Land Co. (General Business); and John O'Rourke, O'Rourke Advertising (Advertising).

"Tomorrow's City" Town Meeting Set

"A Town Meeting for Tomorrow's City" will be presented Wednesday, March 18, at 8 p.m. in the rotunda of the City Hall by the League of Women Voters of San Francisco in cooperation with the San Francisco News.

On display will be scale models and graphic exhibits of what changes can happen to San Francisco. Tickets can be obtained by writing or calling the News, EXbrook 2-6700, or the League office at 465 Post Street, YUkon 6-0480.

Consular List Issued By World Trade Dept.

A folder listing 132 consular, trade, travel and information representatives of other nations having headquarters in San Francisco has been published by the World Trade department of the Chamber.



MAGIC OF SCIENCE—Lewis M. Teeter, Field Representative of the General Electric's "Adventures in Science" Show—to be presented in the Gold Room of the Sheraton-Palace Hotel Monday, March 16, under the co-sponsorship of the Chamber and the San Francisco Electric Club, demonstrates the rate of chemical change in combustion.

General Electric's "Adventures in Science" Scheduled March 16 at the Sheraton-Palace

General Electric's "Adventures in Science" show will be presented at a luncheon sponsored by the Chamber and the San Francisco Electric Club Monday noon, March 16, in the Gold Room of the Sheraton-Palace Hotel.

Jack H. How, President of the Chamber and President of Western Machinery Company, will be chairman of the Day. Clarence C. Walker, a Chamber Director and Regional Vice President of General Electric Company, will keynote the program, and Charles H. Sedam, President of the San Francisco Electric Club, will open the meeting.

"Successor to the world famous General Electric 'House of Magic,' 'Adventures in Science' is designed to alert everyone to the challenges of the Space Age," Walker said.

"The show is comprised of a series of demonstrations which portray the development of scientific progress.

"All too often we think in terms of meeting tomorrow's challenges tomorrow. With the launching of Sputnik by Russia, we began to realize that such thinking can be hazardous. Tomorrow's challenge must be met today."

Lewis M. Teeter and Thomas E. Roberts, Field Representatives, will present the show.

More Than 625 Attend U.S. Chamber Aircade

Major Congressional issues were discussed at the "Aircade" meeting of the Chamber of Commerce of the United States last week at the Fairmont Hotel, with the Chamber acting as host. More than 625 attended the day-long conference, the most successful in the country in the past three years.

Also cooperating in the "Aircade" was the California State Chamber.

William A. McDonnell, President of the U. S. Chamber, gave the keynote address.

Directors Appointed To Finance Committee

Eight directors of the Chamber have been appointed to the organization's Finance Committee.

They are:

Willis M. Holtum, Treasurer of the Chamber, Chairman of the committee and manager, western division, city mortgage dept., Equitable Life Assurance Society of the U.S.; Ivan Branson, Founder and President, Morning Glory Sandwich Co.; F. Paschal Gallot, Vice President and Manager, One Montgomery Street Office of the Crocker-Anglo National Bank; F. S. Hirschler, President, The Emporium-Capwell Co.; Victor B. Levit, attorney, Long & Levit; Arthur J. Dolan, Jr., Vice President and Sales Manager, Blyth & Co.; Harry C. Munson, Vice President and General Manager, Western Pacific Railroad Co.; and G. J. Tienoulat, Senior Vice President and Director, Crown-Zellerbach Corp.

Chamber Membership Doesn't Cost—It Pays!

San Francisco Business Activity Index Attains Best January Level in History

Business activity in San Francisco and the Bay Region reached a new January high, according to the Research Department of the Chamber.

The Chamber index of 159.8 per cent showed an increase of 3.3 per cent over January of last year.

Construction authorized in San Francisco attained the highest monthly total in eight years, amounting to \$12,275,159.

New non-residential accounted for \$8,118,700 of the total and included a permit for \$7,346,000 (part of the Bank of America's \$13 million eight-story office building at Market and 11th Streets); and a permit for the new American Trust Company branch at Market and Sansome Streets for \$270,000.

New residential accounted for \$1,630,000 and provided for 155 dwelling units—70 per cent in multi-dwelling type structures. Last year 56.6 per cent of all dwelling units authorized in San Francisco were multi-type compared to the average for the past nine years 41 per cent and 48.8 per cent on April 1, 1950, reported by U. S. Census.

Construction permits for additions, alterations and repairs accounted for \$2,526,459 of the total authorized in January.

Real estate deeds recorded in January totaled 1,575, a gain of 12 per cent. Mortgages and deeds of trust numbered 1,471 and amounted to \$19,851,949—an increase of 22.6 per cent in number and 21.1 per cent in amount.

Bank debits aggregated \$4,309,001,000, topping last year by \$119 million or 2.8 per cent. Postal receipts at \$2,764,872, were up five per cent.

Trading on the Pacific Coast Stock Exchange soared to 5,739,934 shares with a market value of \$94,737,297—representing gains of 118.4 per cent and 90.5 per cent respectively.

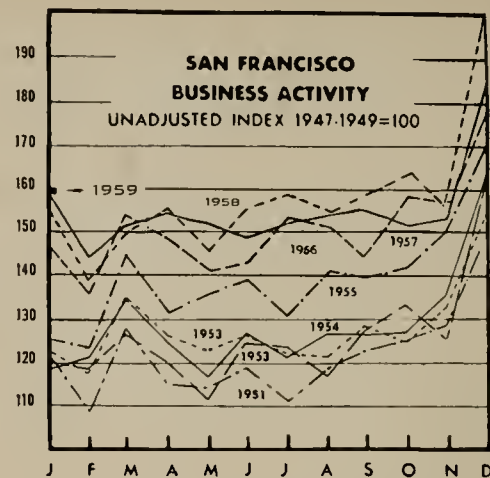
Commercial failures in San Francisco fell to eight, one-third less than a year ago.

Employment in the six-county Metropolitan Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano counties) totaled 1,077,600, or 1.5 per cent over Janu-

ary of last year. Construction employment rose 4.8 per cent, manufacturing 0.6 per cent, finance 1.8 per cent, retail trade 1.7 per cent, service 2.5 per cent, agriculture 1.9 per cent and government 2.8 per cent. The transportation and utilities group was off 1.2 per cent and wholesale trade 0.5 per cent.

San Francisco airport passenger and freight traffic rose slightly. San Francisco Port revenue tonnage rose 2.9 per cent; foreign commerce accounted for 57 per cent of the total. Ship arrivals in the Bay Area were 13.9 per cent above a year ago, totaling 417.

Truck movements in the San Francisco area rose 5.1 per cent. Freight car movements were up 3.2 per cent. Bay Bridge and Golden Gate Bridge vehicle traffic climbed 6 per cent and 6.7 per cent respectively. Out-of-state passenger cars entering through northern California gateways in January carried 108,882 passengers, an increase of 6.6 per cent. San Francisco water sales rose 10 per cent.



January department store retail sales were 9.8 per cent ahead of a year ago in San Francisco. Merchant wholesalers of the Pacific Coast reported a 1.0 per cent increase last year over 1957; December sales climbed 16 per cent.

Nationally, the annual wholesale sales fell two per cent, although December sales rose 12 per cent.

All wholesale trade groups on the Pacific Coast, except industrial machinery, checked out the year slightly above or even with 1957.

Business Activity Through January, 1959

BRANCH OF ACTIVITY	JANUARY 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX.....	159.8	3.3
CONSTRUCTION PERMITS.....		
Total Number.....	758	—8.6
Value.....	12,275,159	101.8
Residential, New.....	1,630,000	—28.5
Dwelling Units.....	155	—13.9
Single-family units, New.....	36	—35.7
Non-residential, New.....	8,118,700	291.0
Additions, Alterations and Repairs.....	2,526,459	26.0
Nine county dwelling units authorized.....	3,407	29.5
REAL ESTATE—Deeds Recorded.....	1,575	12.9
*RETAIL DEPARTMENT STORE SALES.....	112	9.8
FINANCE—Bank Debits.....	\$4,309,001	2.8
Postal Receipts.....	\$2,764,872	5.0
Pacific Coast Stock Exchange.....	5,739,934	118.4
Market value \$.....	94,737,297	90.5
COMMERCIAL FAILURES.....	8	—33.3
INDUSTRY TREND—6 County Total Employment.....	1,077,600(p)	1.5
Mfg. Average Weekly Earnings.....	110.15(a)	10.9
Manufacturing.....	206,500(p)	0.6
Construction, contract.....	66,100(p)	4.8
Finance, insurance, real estate.....	69,500(p)	1.8
Retail trade.....	177,000(p)	1.7
Wholesale trade.....	79,600(p)	—0.5
Service.....	249,700(p)	2.5
Trans., comm., & utilities.....	116,500(p)	—1.2
Agriculture.....	16,000(p)	1.9
Govt.—Federal, state, city.....	93,900(p)	2.8
Other.....	2,800(p)	—3.5
TRANSPORTATION—Freight car movement.....	11,411	3.2
S. F. Airport—Planes In and Out.....	10,945(a)	
Passengers Off and On.....	285,447(a)	
Air Mail Loaded and Unloaded.....	5,118,140(a)	
Air Express Loaded and Unloaded.....	777,486(a)	
Air Freight Loaded and Unloaded.....	7,979,848(a)	
Rail Express Shipments.....		
Truck Movements—S. F. Area.....	161.9	5.1
Out-of-State passenger car entries into No. Calif. Passengers.....	46,740	6.3
Passengers.....	108,882	6.6
PORT OF SAN FRANCISCO—Revenue Tons.....	519,475	2.9
Coastwise.....	6,148	35.2
Intercoastal.....	183,681	3.7
Inland Waterway.....	32,331	—0.8
Foreign.....	297,315	2.3
CARGO VESSELS (San Francisco Bay)		
Arrivals.....	417	13.9
Millions of Registered Tons.....	2,017,777	15.4
UTILITIES—Ind. & Comm. Gas Sales.....	Cu. Ft. 1,535,208,900	—10.5
*Elec. Energy Sales, K.W. Hours.....	170	1.8
Water Consumption—Comm. & Ind.....	Cu. Ft. 154,228,500	0.8
NEW DEVELOPMENTS		
Visitor and Newcomer Inquiries.....	Number 1,611	—1.7
Bay Bridge Vehicle Crossings.....	Number 2,916,561	6.0
Golden Gate Bridge Vehicle Crossings.....	Number 1,311,381	6.7
FRUITS & VEGETABLE RECEIPTS.....	Carlots 3,248	—3.0
LIVESTOCK SLAUGHTER (Insp. Dists.).....	Number 100,000(a)	5.3
*S. F. CONSUMER PRICE INDEX—All Items.....	127.9	2.5

*Index Base (1947-49 Monthly Average=100); (a) December; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Employee Benefit Plan Conference Scheduled

A statewide management conference on federal and state disclosure laws relating to employee benefit plans will be held March 4 at the St. Francis Hotel, according to G. L. Fox, General Manager of the Chamber.

The long-day conference, including a luncheon session, will be co-sponsored by the Chamber and the Federated Employers of San Francisco.

Frank P. Foisie, Executive Vice President of the federation, will be chairman of the morning session.

Among the experts taking part in the conference will be:

Arthur W. Motley, Director, Bureau of Labor Standards, U. S. Department of Labor, Washington, D. C.; Mervin R. Samuel, Deputy Commissioner, State Department of Insurance; Joseph R. Seligman, Attorney, Pillsbury, Madison & Sutro; William Bruce, State Department of Insurance; and M. A. Cornell, Jr., Consultant, M. A. Cornell Co., Los Angeles.

Reservations may be made by calling the Federated Employers of San Francisco, 2 Pine Street, YUkon 2-2018.

Hitting the High Spots

With JIM WARNOCK

EXECUTIVES OF BUSINESS AND INDUSTRY have been invited by the Office of Civil and Defense Mobilization to attend a special course on procedures of emergency planning and disaster preparedness in Battle Creek, Mich., March 9 to 14. Additional information can be obtained from San Francisco Disaster Council and Corps, 45 Hyde Street. . . .

INTERVIEWERS began contacting Bay Area residents this month at their homes to ask questions about the five-county Bay Area Rapid Transit District and its program. Some 1750 residents of Alameda, Contra Costa, Marin, San Francisco and San Mateo Counties will be interviewed by personnel of Facts Consolidated. . . .

TAX COLLECTIONS in California—state, local and federal—rose more than \$500 million to reach an all-time high of \$10,561,724,487 for the fiscal year 1957-58, according to a report of the California State Chamber of Commerce Tax Department. . . .



DIALS CLICKED MERRILY when the message "Ask for Kathy . . . Call EXbrook 7-3270" appeared on a roof-top bulletin next to Macy's on San Francisco's busy Union Square. Within a few hours after the paint had dried on the Foster and Kleiser Division W. R. Grace & Co. bulletin, Kathy (Kathleen Florness) of the Junior Chamber of Commerce had received hundreds of phone calls. What Kathy told callers about was a foreign policy discussion series "Great Decisions—1959" sponsored by the Junior Chamber, the SAN FRANCISCO CHRONICLE, KPIX-TV and the Foreign Policy Association.



LOUIS LURIE, beloved San Francisco figure and financial wizard, was named Ambassador Extraordinary of the Chamber by Jack H. How and presented a copy of "San Francisco—My Enchanted City" at recent ceremonies during which Mayor Christopher presented a gold-bound copy of CORONET featuring an article on Lurie by Eddie Cantor.

NEW MEMBERS OF THE CHAMBER



F. E. Kane Clifford V. Levy Fred D. Ullmann Arthur A. Laibly R. K. Hofling

New members recently added to the Chamber roster include (left to right): F. E. Kane, Vice President of *Wm. H. McGee & Co., Inc.*, Marine Underwriters; Clifford V. Levy, Owner, *Far West Surveys*; Fred D. Ullmann, Manufacturer's Representative, *Fred D. Ullmann*; Arthur A. Laibly, Resident Manager, *Kidder, Peabody & Co.*; and R. K. Hofling, Account Executive, *Bane Advertising Agency*.

DAVID N. SEDERQUIST, JR. is the Bay Area Manager for the General Fireproofing Company of Youngstown, Ohio, leading office equipment firm. He succeeds W. L. Simpson, who has been promoted to manage the company's Chicago branch. The San Francisco office is located at Bayshore and Army Street and the factory is at San Luis Obispo. . . .

BUSINESS AND PROFESSIONAL MEN'S ART group co-sponsored by the San Francisco Art Association and the Chamber has begun another series of fifteen weekly meetings under the instruction of Ralph Putzker, well-known San Francisco artist, after a highly successful and enthusiastic first series. New members are invited to join at any time. Fee for models and instruction is \$28. ORDway 3-2640. . . .

JACK H. HOW, President of the Chamber, will be a panelist at the ninth Social Science Seminar on "Business in Politics" March 4 at the Sir Francis Drake Hotel. Morning moderator will be Lloyd E. Graybiel, Vice President of American Trust Company, former Director of the Chamber and current member of the Tax and Inter-city sections. Robert D. Hornby, President of Pacific Lighting Corporation, will moderate the afternoon section. . . .

NATIONAL OFFICE MANAGEMENT ASSOCIATION'S 1959 office salary survey will be completed this week, according to Gerald E. Downey, Assistant Vice President, American Trust Company and President of the San Francisco chapter. Results will be available to firms for evaluation of their own salary structures. . . .

CAL-PICTURES, San Francisco industrial photographers, and Telepix Corp. of Hollywood, one of the top four independent film producers in its field, have affiliated to offer northern California the finest in motion picture production, according to William F. Murray, President of Cal-Pictures, Inc. . . .

HAROLD S. DOBBS, San Francisco supervisor, attorney and civic leader, is new President of Light-house for the Blind, northern California's unified agency for serving the sightless. . . .

MELBA FORD, Secretary to Harold See, General Manager of KRON-TV, is new president of Executives' Secretaries, Inc., San Francisco Chapter. . . .

RAPID TRANSIT SYSTEM in the San Francisco Bay Region would mean a noticeable drop in air pollution because of fewer drivers, Benjamin Linsky, Air Pollution Control Officer, Bay Area Air Pollution Control District, recently told directors of the San Francisco Bay Area Rapid Transit District. . . .

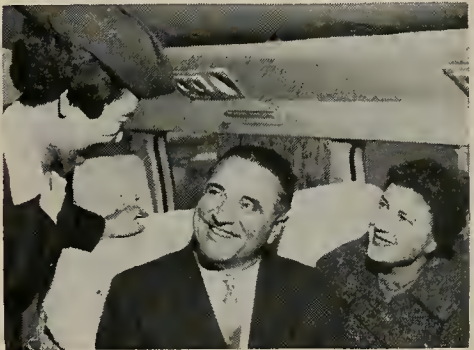
TWA has announced delivery of a giant Boeing 707 jet airline to its Kansas City base and commencement of flight and ground training. It will inaugurate its first all-jet service from the Bay Area in the early spring. . . .

COLUMBIA-GENEVA STEEL Division of United States Steel plans a major addition to its present galvanized sheet producing facility at Pittsburgh Works, according to L. B. Worthington, President.



NEW S. F. TV SERIES is planned by Jack Webb (left) and his Mark VII Productions, now producing a pilot film of "The Black Cat" to star former San Franciscan John Hudson shown with Chamber President Jack H. How and CALL-BULLETIN columnist Paul Speegle at the Press Club. The club's "off-the-record" symbol—the black cat Tombstone—will be the theme of the series about a columnist on a San Francisco daily. Tombstone, designed by Beniamino Bufano, has had a stormy history which includes being catnapped, painted gold, and held for several years by University of California students.

WALTER (THE GREAT) MAILS, famous old-time baseball pitcher who is Director of the San Francisco Giants' Speakers Bureau, won the Junior Chamber of Commerce's "Sportsman of the Year" award for 1958 on the basis of votes cast by sports writers and announcers. . . .



"SISTER CITY" ties between San Francisco and Osaka were tightened this month with the visit of Mayor and Mrs. George Christopher to Japan. The Christophers were feted at a recent reception and dinner, hosted by Mayor Nakai of Osaka's Sister-City Committee, Chamber of Commerce and Foreign Trade Association. Pictured with the Mayor and his wife is stewardess Eiko Suto on a Japan Air Lines flight bound for Honolulu and Tokyo.



JACK H. HOW, President of the Chamber, receives a model of a Boeing 707 Jet Flagship from American Airlines stewardess Nancy Huffard. The full scale version of the model will be one of the planes put in use when American Airlines inaugurates its Jet Flagship services from here to Chicago and New York on March 1.

Chamber Calendar

February 27—BUSINESS CENTER DEVELOPMENT SECTION—Commercial Club, 12 noon.

February 27—LEGISLATIVE & NATIONAL AFFAIRS SECTION—Room 200, Chamber, 3 p.m.

February 27—CHEMICAL INDUSTRIES SECTION—Commercial Club, 12:15 p.m.

March 4—SHIPBUILDING & SHIP REPAIR COMMITTEE—Room 200, Chamber, 10:30 a.m.

March 4—SOCIAL SCIENCE SEMINAR—Franciscan & Empire Rooms, Sir Francis Drake Hotel, 9:30 a.m. to 4:30 p.m.

March 4—EMPLOYEE BENEFIT PLANS CONFERENCE—Colonial Room, St. Francis Hotel, 9:30-3:45.

March 4—SFAWTA LUNCHEON—Room of the Dons, Mark Hopkins Hotel, 12 noon.

Speaker: G. R. May, Leader of the Australian Trade Mission.

March 5—DOMESTIC TRADE COMMITTEE—Ist floor conference room, Chamber, 11-12 a.m.

March 6—TRANSPORTATION COMMITTEE—Room 200, Chamber, 2-4 p.m.

March 9—ARMED FORCES SECTION—Marines Memorial Club, 609 Sutter, North Room, 10th floor, 12 noon.

Speaker: William Courtenay, War Correspondent of the British Empire.

March 10—SFAWTA LUNCHEON—San Francisco Room, Mark Hopkins Hotel, 12 noon.

Speaker: Prof. Robert Mack, Professor of Economics, U.S.F.

March 10—TRAFFIC SAFETY & CONTROL SECTION—Room 200, Chamber, 10:30 a.m.

March 11—SPACE AGE CONFERENCE—California & Colonial Rooms, St. Francis Hotel, 9 a.m.-4:15 p.m.

San Francisco Quotes—

"Every man should be allowed to love two cities—his own and San Francisco."

—Gene Fowler, as quoted by Lucius Beebe in article for HOLIDAY and reported by Herb Caen in the SAN FRANCISCO CHRONICLE.

BAY REGION BUSINESS

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Chamber Sponsors First Space Age Conference To Be Held in America

The first space age business conference of its type in the country will be sponsored by the Chamber March 11 at the St. Francis Hotel.

Featuring leading California space experts, the conference will present in layman's language a progress report on the space program and its relation to the business man.

Dr. James H. Doolittle, Chairman of the Board of Space Technology Laboratories, Los Angeles, will address the luncheon session on "Our Investment in Space."

Other experts taking part will be:

Dr. Ruhen Mettler, Executive Vice President, Space Technology Laboratories; Dr. Weldon Gibson, Associate Director, Stanford Research Institute; Dr. Alfred J. Eggers, Jr., Ames Research Center; Willis Hawkins, Assistant General Manager, Weapons Systems, Lockheed Guided Missiles Division, Sunnyvale; and Carl W. Miller, Manager, Marine, Transportation & Aviation Facilities Sales, Pacific Coast Region, Westinghouse Electric Corp.

Reservations at \$8.00, including registration and luncheon, can be made by calling the Chamber, EXbrook 2-4511, Ext. 58 or using coupon to your right.

Inter - City Groups Take San Joaquin Valley Trip

Two groups of the Inter-City Section of the Chamber will tour different areas of the San Joaquin Valley March 3 and 4, according to Co-Chairman Irving W. Danielson, Vice President, Bank of California, N.A.

Group A will visit Tracy, Modesto, Turlock and Merced while Group B visits Bakersfield, Wasco, Porterville, Tulare, Visalia and Hanford on Tuesday, March 3. On Wednesday, March 4, Group A will be in Chowchilla, Madera, Fresno and Sanger; Group B will tour Lemoore, Selma and Fresno.

O. R. Doerr, Vice President in Charge of Sales for P. G. & E., and Chamber Vice President, will be the official spokesman at the Fresno Chamber of Commerce Agribusiness Committee meeting on Wednesday, March 4.

The Inter-City group A will include Sidney H. Keil, Manager of the Domestic Trade Department of the Chamber; E. C. Lischka, Hertz Rent-a-Car Corp.; A. P. McArthur, Gladding McBean & Co.; Dave O'Berry, Dave O'Berry Advertisers; and John Vyverberg, Owens Corning Fiberglas.

Group B, headed by David Plant, St. Fran-

Hawaiian Statehood Stand Reaffirmed

Directors last week reaffirmed the position of the Chamber, first taken in 1946, favoring statehood for Hawaii, according to Jack H. How, President.

Space Age Business Conference

San Francisco Chamber of Commerce

333 Pine Street

San Francisco 4

Please reserve ()

place(s) at \$8.00 each for me at the conference.



Name.....

Firm.....

Address.....

(Check for \$..... enclosed)

cis Hotel, includes Emmett Fitzpatrick of Southern Pacific Company, Richard Krahn of Levi-Strauss & Co., Harry Williams of U.S. Steel; Parsh Henry of Leo J. Meyberg Co.; and Bud Swenson of United Air Lines.

Need for Single Air Carrier Emphasized

An exhibit stressing the need for single carrier transcontinental air service between San Francisco and Southern points beyond Texas has been filed by the Chamber Transportation Department with the Civil Aeronautics Board, according to Charles C. Miller, Manager.

The 85-page exhibit stresses the strategic geographic location of the San Francisco Bay Area, population growth and trends and the phenomenal industrial, commercial and agricultural expansion of the area.

Miller will attend the CAB Southern Transcontinental Case hearing April 14 in Houston.

San Francisco, Calif.

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U. S. POSTAGE



San Franciscana S.F. ON BROADWAY AGAIN

There will be two musicals about San Francisco on Broadway this year. "The Flower Drum Song," by C. Y. Lee, will be joined by "San Francisco—My Enchanted City."

Composed by a San Francisco couple, arranged, conducted and recorded by David Rose and enthusiastically endorsed and promoted by the San Francisco Chamber of Commerce, the score will open in New York as a stage show in June.

An expanded version including ballet will be presented at the Roxy Theatre for a long run followed by production as a television spectacular. A touring company production may follow.

Composed by Stephen and Libby McNeil, the score is based on authentic sounds of San Francisco—cable cars, fog horns, the bells of ocean liners and of Mission Dolores, and the international accents of its districts. The recorded version is sung by a large cast including Ray Goman, Jr., Bill Lee, and Bob Grabot. San Francisco comic Don Sherwood does a poetry-to-music bit on the reverse side.

Arrangements were recently concluded between David Rose and Robert Rothafel, former San Franciscan who is president of the Roxy.

In May of 1958, directors of the Chamber issued a special commendation to Seal Records, San Francisco, and others who made the recording possible, calling it "outstanding in capturing the unique charms of San Francisco."

Since then the Chamber has promoted the record at every opportunity through publicity, mailings and presentation to distinguished visitors. Among many celebrities receiving the record have been Frederika, Queen of the Hellenes, and the Shah of Iran.

"We are very gratified that our efforts have contributed to the success of the record and the production of the score on the stage and television," G. L. Fox, General Manager of the Chamber, said.

"Ever since we heard the first tapes in 1957, we have felt that eventual stage or television production was inevitable."

Major television spectaculars reach audiences as large as 50 million and are carried to armed forces overseas in addition.

"My Enchanted City" was produced as a stage show with great success in May of 1958 at the Menlo Circus Club, Menlo Park, by Peninsula Volunteers to benefit their nationally-known senior citizens center, "Little House."

A regular feature of the Chamber; reprints available at the Research Department, EX 2-4511



Director of Finance Bert Levit to Talk on Budget Problems

"Are balanced budgets out of date?"

Bert W. Levit, Director of Finance, State of California, will discuss this controversial question Monday noon, March 23, at the San Francisco Commercial Club, at a luncheon jointly sponsored by the Building Owners and Managers Association, the Chamber, the Commercial Club and the San Francisco Real Estate Board.

Samuel B. Stewart, President of the Commercial Club, will preside.

Levit was born in San Francisco, attended schools here and graduated from Stanford University. He received his A.B. degree with great distinction in 1924 and a Doctor of Jurisprudence degree in 1925.

His legal and civic career has embraced many phases of city, state and federal affairs, including chairmanships of numerous Chamber committees.

Reservations, at \$3.25, may be made by calling the Chamber, Ext. 58.



Bert W. Levit

Trade Development Tour of Hawaii Set

A trade development tour of the Hawaiian Islands will be sponsored by the Hawaiian Affairs Section of the Chamber "late in September," according to Jack H. How, President of the Chamber, who will lead the tour.

The group is scheduled to arrive in Honolulu September 26. Details of the full schedule will be announced soon. Information may be obtained by calling the Chamber.

The Chamber Section, under Chairman Alan H. Johnston, Controller, C. & H. Sugar Refining Corp., will participate in a series of trade discussions and commercial and industrial tours of the Islands.

Aviation Bills to Be Studied by Chamber

Bills in the State Legislature affecting aviation will be analyzed by experts in the field when aviation committees of various Bay Region chambers of commerce meet with the Bay Area Aviation Committee and the Aviation Section of the Chamber at a luncheon, Thursday noon, World Trade Center, according to O. Kenneth Pryor, Section Chairman.

Reservations, \$3 each, may be made by calling the Chamber, EXbrook 2-4511, Ext. 85.

Competitive Rice Transit Privileges Sought for S. F.

Publication of competitive rice transit privileges for San Francisco millers by the Pacific Southcoast Freight Bureau has been urged by the Transportation Department of the Chamber, according to James M. Cooper, Assistant Manager.

"The Chamber has vigorously supported rice rate proposals aimed at insuring competition on an equitable basis with Sacramento Valley mills," Cooper said.

"For more than 108 years Chamber of Commerce dues have been an investment which never has failed to pay a dividend."

—Jack H. How,
Chamber President

Chamber Membership Doesn't Cost — It Pays!

\$409,517,154 Invested in '58 for 1,238 Northern California Projects

A total of \$409,517,154 was committed for 1,238 factory projects in Northern California last year, according to the Industrial Department of the Chamber.

The figure includes \$361,259,854 for 906 expansions and \$48,257,300 for 332 new plants.

The Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—accounted for \$340,195,341 of the total, involving an expenditure of \$320,426,541 for 741 expansions and \$19,768,800 for 262 new plants.

Food and kindred products initiated the greatest number of projects undertaken during the year, 261.

The petroleum and coal industry recorded the largest amount among the 21 U. S. Census classified industrial groups with \$150,455,140 invested. The largest single project initiated was Standard Oil of California's refinery expansion at Richmond in excess of \$33 million.

The electrical and electronics firms (electrical machinery) in northern California showed a continuing and vigorous growth last year. The biggest month was July. Pickups totaling \$19 million were recorded by Lockheed Aircraft Corporation in Santa Clara and Santa Cruz counties. (Lockheed now has more than \$50 million invested in Santa Clara, Santa Cruz and San Mateo counties.)

CUMULATIVE TOTALS FOR 1958

San Francisco			
33 New Plants	\$ 769,600	192 Jobs	
131 Expansions	12,721,100	640 Jobs	
164 Projects	\$ 13,490,700	832 Jobs	
Bay Region			
262 New Plants	\$ 19,768,800		
741 Expansions	320,426,541		
1,003 Projects	\$340,195,341		
Northern California			
332 New Plants	\$ 48,257,300		
906 Expansions	361,259,854		
1,238 Projects	\$409,517,154		

Visit to China Mainland Sought for Asia Business Trip

A possible visit to Red China by members of the third annual Business Development Tour of Asia is being explored with officials of the Commerce and State departments, according to Richard Nelson, president of the San Francisco Area World Trade Association, chief sponsor of the tour.

"Inclusion of a visit to mainland China would offer an ideal opportunity for business men and members of the working press to gather first hand facts on business and economic conditions. It would also give them a chance to explore the potentialities of U. S.-China trade. At the present time, with the continuing complete embargo against trade, we have little or no information about the rapidly changing conditions in that country."

The tour is sponsored by the Chamber, the Association, the Oakland World Trade Club and other world trade development organizations of the western United States. Departure will be April 19 and return May 19.

Definitely scheduled are visits to the Philippine Republic, Hong Kong, five Japanese cities, and the Japan International Trade Fair in Tokyo.

Space Age Challenge For Abilities of Modern Business Man

"Time-tested attributes of the business man—leadership, initiative, creativeness and intellectual and administrative ability—can pay off better than ever in the space age," Richard D. Geckler, Vice President of Aerojet-General Corporation's Solid Rocket Plant, said at the Chamber-sponsored Space Age Business Conference Wednesday at the St. Francis Hotel.

"Asking what effects the space age will have on the Bay Area business man is almost like asking what was the effect of the discovery of America on Palos Portugal—the seaport from whence Columbus departed," he continued. "It is a certainty, however, that San Francisco will partake of the benefits to be derived from the space age in the way Palos partook of the general benefits resulting from the discovery of the New World."

Speakers at the conference included:

Dr. James H. Doolittle, Chairman of the Board, Space Technology Laboratories, Los Angeles; Dr. Ruben Mettler, Executive Vice President, STL; Dr. Weldon Gibson, Associate Director, Stanford Research Institute; Dr. Alfred J. Eggers, Jr., Chief, Supersonic Wind Tunnel Branch, Ames Research Center, Mountain View; Dr. Wayland Griffith, Director, and Herschel J. Brown, Assistant General Manager, Lockheed Missiles and Space Division, Sunnyvale; Carlyle W. Miller, Manager, Marine, Transportation and Aviation Facilities Sales, Pacific Coast Region, Westinghouse Electric Corp., Sacramento; and John J. MacRostie, Chief, Food Machinery & Chemical Corp., San Jose.



Dr. J. H. Doolittle

Junior Livestock Luncheon Climaxes Farm Youth Sales

The 13th annual Grand National Junior Livestock Exposition luncheon—climaxing a day of cattle, hog and lamb sales by farm youth—will be held Wednesday, 12:30 p.m., March 25, at the Cow Palace under the sponsorship of the Chamber, the Cow Palace and San Francisco and South San Francisco meat-packers.

Some 1,200 youngsters are expected to exhibit and offer about 1,200 prize winning animals for sale at the Exposition, to be held March 21-25.

Carl L. Garrison, General Manager of Porter Estate Company, heads the Chamber Livestock Sales Committee, which embraces 21 subcommittees dedicated to support the successful sale of the beef, lambs and hogs raised by the young farmers.

"Support of the sale by all segments of San Francisco business and industry is deserved by these youngsters," Garrison said.



PRESENTATION—Jack H. How (left), president of the Chamber, presents a copy of "San Francisco—My Enchanted City" to William A. McDonnell, President of the Chamber of Commerce of the United States at the recent "Aircade" meeting at the Fairmont while G. L. Fox, General Manager of the Chamber looks on.

"More Intensive Study of San Joaquin Valley Economy Necessary"

"A potentially serious imbalance" in the economy of several San Joaquin Valley communities points out the fact that "more intensive inter-city business studies may be needed to improve the business climate between San Francisco and that area," according to Irving W. Danielson, Co-Chairman of the Chamber Inter-City Section and Vice President of Bank of California N.A.

Danielson based his conclusion on the results of "a very productive" two-day tour of the San Joaquin Valley March 3 and 4 by 12 members of the Chamber Inter-City Section. He headed a group which visited Tracy, Modesto, Turlock, Merced, Chowchilla, Madera, Fresno and Sanger. David Plant, Assistant General Manager, St. Francis Hotel, lead a group which toured Bakersfield, Wasco, Porterville, Tulare, Visalia, Hanford, Lemoore, Selma and Fresno.

Personal invitations to attend San Joaquin Valley Days, June 17 and 18, in San Francisco, were extended to Valley leaders.

"Because the Valley is almost wholly dependent on agriculture and because the activities of this industry are highly seasonal, it is often difficult for merchants and supporting businesses to maintain efficient levels of operations during the entire year," Danielson said.

"Most of the Valley communities are in need of small 12-month manufacturing or processing businesses."

General Electric's "Adventures in Science" Show Slated at Palace

General Electric's "Adventures in Science" show—sponsored by the Chamber and the San Francisco Electric Club—will be held Monday noon in the Gold Room of the Sheraton-Palace Hotel.

"The show, comprised of a series of demonstrations which graphically illustrate the development of scientific progress, is designed to alert everyone to the challenges of the Space Age," Clarence C. Walker, a Chamber Director and Regional Vice President of the General Electric Company, said.

Lewis M. Tetter and Thomas E. Roberts, Field Representatives, will present the show.

Hitting the High Spots

With JIM WARNOCK

"WORLD PEACE THROUGH WORLD TRADE" will be the theme of a one-day International Trade and Investment Conference to be held Thursday, at the School of World Business and International Development in San Francisco State College's Downtown Center, 540 Powell Street, according to Richard Nelson, president of the World Trade Association of the Chamber. . . .

DAN E. LONDON, First Vice President of the Chamber and Managing Director of the St. Francis Hotel, participated in the groundbreaking ceremonies last week of the \$300,000 five level Hertz Rent a Car Corp. garage facility on Mason Street between Geary and Post Streets. Also present were Jack Atkinson, Promotion Manager of Hertz, and Edward T. Haas of Haas & Haynie, builders. The center, which will house 165 cars, is expected to be completed by November 1. . . .

G. L. FOX, General Manager of the Chamber, again has been appointed to the California Museum of Science and Industry jury which will choose the California Industrialist of the Year. Names of the California Scientist of the Year and the Industrialist of the Year will be disclosed May 21 at the Awards Banquet in the Beverly-Hilton Hotel in Los Angeles. Nominations, open until March 15, can be made through the Chamber. . . .

WILLIAM COURTENAY, world famous British Empire war correspondent, stressed the "primacy" of the soldier in war when he addressed the Armad Forces Section luncheon Monday at the Marines' Memorial Club. . . .

AN ADMINISTRATIVE MANAGEMENT SEMINAR for owners and managers of small businesses will be held eight Wednesday nights, 7-9:30 p.m., March 25 through May 13 at San Francisco State College's Downtown Center, 540 Powell Street, according to Sidney H. Keil, Manager of the Domestic Trade Department. Sponsors include the Chamber and the U. S. Small Business Administration. . . .

THE COLORFUL HISTORY of San Francisco and the Bay Area is the subject of Bonanza, a 13 week series telecast by KRON-TV Sundays from 12:30 to 1:00 p.m. and produced in cooperation with the Public Library Executives of Central California. The series is written by Gordon F. Waldear, veteran writer-producer, newspaperman, magazine writer and California historian. . . .

THE BOARD OF DIRECTORS OF THE CHAMBER has reaffirmed its support of Assembly Bill 227 which would extend daylight saving from the last Sunday in September to the last Sunday in October. . . .

MORE THAN 120 sheriffs and their wives cruised to Sam's in Tiburon Monday aboard boats of the Chamber's Great Golden Fleet, according to Dan E. London, First Vice President of the Chamber, Managing Director of the St. Francis Hotel, and Commodore of the good will flotilla. . . .

DR. STUART M. JAMISON, Professor of Economics and Political Science, University of Columbia, spoke on "The Gordon Report and Canada's Policy on External Trade" at a recent Junior World Trade Association of the Chamber dinner at the Montclair Restaurant. . . .

A 21-MAN AUSTRALIAN trade and investment mission was hosted at the world business luncheon meeting of the San Francisco Area World Trade Association of the Chamber recently in The Room of the Dons, Mark Hopkins Hotel, according to Richard Nelson, SFAWTA President. The Honorable G. R. May, leader of the mission, Deputy Chairman of the Australian Federal Export Advisory Committee and Managing Director of Gollin & Co., Ltd., spoke on "Opportunities for Profitable Trade and Investment in Australia". . . .

NEW MEMBERS OF THE CHAMBER



M. G. Neander J. S. Hoffmire Robert Handerson Clayton F. Bane W. J. Massey

New members recently added to the Chamber roster include the above (left to right):

Manuel G. Neander, President *Tri-States Fruit Export Co.*; John S. Hoffmire, General Manager, *National Merchandising Corp. of California* (Sausalito); Robert Handerson, Sales Manager, *Trans-Canada Air Lines*; Clayton F. Bane, *Bane Advertising Agency*; and W. J. (Jim) Massey, Branch Manager, *Statistical Tabulating Corporation*.

THE PACIFIC COAST Shippers Advisory Board, meeting here yesterday and today, heard John M. Peirce, General Manager of the San Francisco Bay Area Rapid Transit District, speak on "Rapid Transit and the Bay Area of the Future." Some 500 representatives of companies with a common interest in freight shipment attended the sessions. . . .

TWO CHAMBER DIRECTORS recently told San Francisco's story at annual meetings of important groups in Santa Rosa: F. S. Hirschler before the Santa Rosa Downtown Development Association, and Dan E. London before the Santa Rosa Chamber of Commerce. . . .

WORLD PREMIERE of "This Earth of Mine," Napa Valley wine saga, will be held in San Francisco June 27 as the result of the invitation of Jack H. How, Chamber president, and other civic leaders. . . .

BANK OF AMERICA plans to sponsor the establishment of a Small Business Investment Company with offices in San Francisco and Los Angeles with an expected capitalization of about \$7.5 million. "Activation of this company will provide long term loans and venture capital for small and expanding businesses," according to President S. Clark Beise. "Venture credit of this type, prior to the passage of the Small Business Investment Act of 1958, was unavailable through commercial banks". . . .

AMBASSADOR-WILLIAMS HEALTH CLUB, 135 Post, has added 3,000 additional square feet for a complete golf driving range with a P.G.A. professional in charge to its complete range of other health facilities. . . .

ARMED FORCES SECTION, Transportation Committee and Ship Building and Ship Repair Committee of the Chamber, together with the Public Affairs Committee of the Junior Chamber, recently were guests of Brig. Gen. R. C. Tripp, Commanding General, U. S. Army Transportation Terminal Command, Pacific, for a demonstration cruise of the U. S. Army's Beach Discharge Lighter "Lt. Col. John U. D. Page" at Fort Mason. . . .

THE GREAT GOLDEN FLEET, scheduled to greet the French man-o-war, JEANNE D'ARC, today, has four more cruises in the offing, according to Dan E. London, Commodore. A cruise and brief tour of Mare Island is scheduled April 22. On May 8, the good will flotilla will participate in the opening of Miller Park, the new yacht basin in Sacramento. More than 200 guests will be aboard for the San Joaquin Valley Days Cruise June 18. On July 17, the First Fleet will be greeted.

FIRST JET PASSENGER SERVICE between New York and San Francisco will be TWA's on March 20, followed by American's on March 22. TWA will be non-stop, American will not. Chamber Transportation Dept. and City and County have filed strong pleas for non-stop service by American. United Air Lines will start non-stop jet service to New York in September. . . .

SECOND PERSONNEL WORKSHOP on testing and interviewing in employee selection and appraisal will be held on Wednesday at the University of California Extension Center. . . .

"THE BIGGEST WINE FIESTA that the world has ever known" has been proposed for California in 1961 by J. Earl Coke, Vice President, Bank of America N.T. & S.A. in a National Wine Week address before the Advertising Club of Los Angeles.

KTVU, SAN FRANCISCO-Oakland Television, has been honored with awards from the Northern California Chamber of Commerce Executives Association for its "city salute" campaign and from the Northern California Industrial Safety Society for its accident prevention work. . . .

SAN FRANCISCO BAY and sailboating are featured among 13 water colors in United Air Lines' 1959 calendar by Millard Sheets. . . .

WESTERN MERCHANDISE MART'S 86th Market Week in San Francisco, February 2 through 6 has had unprecedented attendance resulting in substantial buying, according to Henry Adams, General Manager of the Mart. The event is annually co-sponsored by the Chamber. . . .

WALTER LANDOR and Associates has been ranked among the top 12 of the nation's more than 300 industrial design firms by FORTUNE magazine and named the only Pacific Coast firm among the top 20. The growing challenge of western design to that of New York is also discussed in the February issue. . . .

C. C. MORGAN, General Superintendent of the Pittsburg Works of Columbia-Geneva Steel Division of United States Steel, has been promoted to General Superintendent of the Division's largest steel-making operation in the West, the Geneva Works near Provo, Utah. He will be succeeded by George A. Jedenoff. . . .

MAURICE HAMILTON, former producer on KCBS of "This is San Francisco" and the "Jane Todd Show," has joined Dick Skuse & Associates, public relations firm. . . .

CRAIG, DUNMIRE AND ASSOCIATES, consulting management engineers, have opened new offices at 315 Montgomery Street and named John J. Hayes, former Treasury Manager for the Pacific Coast Region, Westinghouse Electric Corp., as head of the new facility. . . .

KPIX has expanded its news coverage to include "Noon Day News," new half-hour program featuring John Weston and Wanda Ramey, former "Jane Todd" of KCBS. Fort Pearson handles "Channel Five News" at 6 p.m. and Gordon Roth is commentator for "The Big News" at 11:30 p.m. . . .

EUGENE E. ERNST has been named vice President and Western Regional Sales Manager of the Keuffel & Esser Co., with headquarters in San Francisco.

"What Price Jets?" Subject of B.O.A.C. Trans-Pacific Luncheon

"What Price Jets?" will be discussed by Basil Smallpeice, Managing Director, British Overseas Airways Corporation, at a luncheon Tuesday, 12:15 p.m., at the Mark Hopkins under the sponsorship of the Chamber and the San Francisco Area World Trade Association commemorating the inauguration of BOAC's trans-Pacific flights from San Francisco to Honolulu, Tokyo and Hong Kong.

Reservations can be made by calling the British-American Chamber of Commerce and Trade Center, EXbrook 7-0250.

Salute to Rural Youth Luncheon Scheduled

The annual Salute to Rural Youth Luncheon—feting leaders of 4-H Clubs and Future Farmers of America in California—will be held Tuesday noon, March 24, in the California Room of the Fairmont Hotel, according to Jack H. Pickett, Chairman of the Chamber Agricultural Committee.

Chamber Calendar

March 13—CANCCOCE—Terrace Room, Fairmont Hotel, 12:30 p.m.

March 13—MEMBERSHIP COMMITTEE, Manufacturers Section—Room 200, Chamber, 2 p.m.

March 13—BUILDING CODE SECTION—Commercial Club, 12:15 p.m.

March 16—TAX SECTION—Room 200, Chamber, 3 p.m. Agenda: Legislative matters.

March 16—ADVENTURES IN SCIENCE SHOW LUNCHEON—Gold Room, Sheraton-Palace Hotel, 12 noon.

March 18—R.M.A. BOARD OF DIRECTORS—Press Club, 555 Post St., 8 a.m.

March 19—INTERNATIONAL TRADE AND INVESTMENT CONFERENCE—School of World Business, 540 Powell Street, 8:45 a.m. - 4:50 p.m. Evening Plenary Session, 5:30 - 7:00 p.m.

March 19—AVIATION SECTION in joint meeting with other Aviation Committees of Bay Area—World Trade Center, 12 noon.

March 20—NORTHERN CALIFORNIA INDUSTRIAL MANAGERS CONFERENCE—Douglas Aircraft plant, Sacramento, visit.

March 23—BERT W. LEVIT LUNCHEON—Commercial Club, 12 noon.

March 24—BOAC LUNCHEON honoring Chairman of the Board Basil Smallpeice, who will announce new service across Pacific beginning April 1—Golden Empire Room, Mark Hopkins Hotel, 12:15 p.m.

March 24—INDUSTRIAL DEVELOPMENT CLUB LUNCHEON—Commercial Club, 12:15 p.m.

March 24—AGRICULTURAL COMMITTEE—California Room, Fairmont Hotel, 12 noon, "Salute to Rural Youth."

Progressogram No. 41

INTERNATIONAL AIRPORT PREPARES FOR JET AGE



TOMORROW'S AIRPORT—Expansion plans for San Francisco International Airport, involving a tentative commitment of more than \$23 million, have been unveiled by Welton Becket, F.A.I.A. and Associates, architects and engineers. Envisioned are eight piers (Nos. 1 through 8, above); two new terminals (10 and 17) to supplement the present terminal (12); a hangar (9); three pedestrian overpasses (13, 14 and 15); a three-level parking structure (16) at the center of a quartered "pie-like" ground-level parking area; two other ground-parking areas (19 and 23); a service court (11); cargo facilities (18 and 24); office buildings (20 and 21); and a helicopter area (22).

San Francisco International Airport's \$25-million jet age expansion and improvement program is "the best investment a city ever made," according to Airport Manager Belford Brown.

The master plan, representing "the ultimate development" of the terminal area, includes two new terminals, each with two piers and connecting concourses (see above), an addition to one of the existing piers, a three-level parking structure for 6,000 cars and provision for 60 jet aircraft gate positions.

The complex will form an oval with the existing terminal building at one end and the new terminals on either side. A multi-level parking facility will occupy the center.

The proposed terminal buildings will have more than 300,000 square feet of floor space each, including piers and concourses.

The south terminal building, piers, and concourses, costing about \$7,800,000 (including roadways), will be the first elements constructed.

To accommodate jet aircraft, the piers are designed to accomplish second level passenger loading and unloading by means of movable bridges. Helicopters will land and take off at the westerly end of the new north and south terminal building piers.

"Airport business has continued its upward progress," Brown said. "More than 4 million persons boarded or deplaned at San Francisco between July 1, 1957 and June 30, 1958."

By 1965, the total number of employees at the airport will rise from the present 11,807 to 14,800, according to the San Mateo Development Association Aviation Committee.

The total annual 1958 payroll of \$75,008,000 is expected to rise to \$111,900,000. The amount per year spent in the Bay Area for materials, supplies and services (other than employees wages) was \$34,136,000 last year; annual company purchases in the Bay Area should total \$50,400,000 by 1965.

(A regular feature of the Chamber; reprints available at the Research Department, EX 2-4511)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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Metropolitan Sports Editors Predict 2nd Place for Giants

Sports editors usually agree to disagree. However, after being polled by *Bay Region Business* on the prospects of the San Francisco Giants for the coming season, the sports department heads of the four metropolitan dailies were unanimous in according second place in the National League for the club. Their outlooks:

* * *

The Giants are a distinct threat for the pennant this season—they could win it all. Right now they are loaded with power and have a fine defensive club. Their only lack is pitching depth. But whether they finish first, second or third, San Francisco is going to field the most exciting team in the National League. I concede Milwaukee a slight edge on its pitching. But that advantage could be wiped out by a deal or nullified by the Giants catching fire at the outset of the season. A team good enough to finish second is good enough to win. San Francisco may be in the World Series. Don't bet against it!

—Curley Grieve, *S. F. Examiner*

It should be Milwaukee, the Giants and Pittsburgh—one, two, three—in the National League race to the wire. Milwaukee, with its



Curley Grieve



Roger Williams



Jack McDonald



Bill Leiser

front line weakened by the loss of Red Schoendienst, is no leadpipe cinch despite its strong bench. If Manager Billy Rigney, blessed with better pitching, can keep the team at the same performance pitch as last year, the Giants could take it all.

—Roger Williams, *The S. F. News*

The Giants have a royal chance to win the pennant, but everything will have to jell. They should finish no worse than third in 1959. The Giants can go just as far as their pitching will take them. Milwaukee is the team to beat. Pittsburgh is good, too, but the Pirates may have had their top season last year. The Giants

have more "crash" at the plate than a year ago, when the club led the National League in run-making, 727 tallies.

—Jack McDonald, *S. F. Call-Bulletin*

The Giants are a logical pick for second place and a possibility for first. Pitching must show the improvement reasonably expected. The great crew of rookies must avoid the somewhat traditional second-year letdown. The combination at second and short must cut down the entries in the error column. Willie Mays must have a great year. If we can win our share from Milwaukee, we could make it.

—Bill Leiser, *S. F. Chronicle*



Russ Hodges



Lon Simmons

KSFO To Broadcast Giants' Tilts Again

Russ Hodges and Lon Simmons, crack sportscasters of radio station KSFO, will again broadcast the San Francisco Giants baseball games.

The pair will cover the remaining Giants spring training games in Arizona and the regular season home and road games exclusively for KSFO and the 13 station Golden West Network.

The KSFO broadcasts are sponsored by Falstaff Brewing Corporation, Folger's Coffee and Tareyton Cigarettes. The quarter hour pre-game and post game shows are presented by United Air Lines and Blue Seal Bread.

Hodges, "Voice of the Giants," is in his 11th year of broadcasting for the Club.

More Than \$75 Million in Financial Transactions Resulted From Visitors' Spending to See Giants

More than \$75 million in financial transactions for the San Francisco Bay Area resulted from visits of out-of-towners to see the Giants perform last year, according to the Research Department of the Chamber.

An estimated 509,000 visitors—representing 40 per cent of the home attendance total of 1,272,625—spent \$1,399,750 for tickets alone, the Giants' front office reports.

If this revenue turned over at the average rate of 29 times during the year—a formula devised by the Federal Reserve after a study of bank debits and deposits—financial transactions would have amounted to more than \$40 million.

Revenue from total ticket sales was conservatively estimated at \$3,500,000. With an average turnover rate, it would have aggregated \$100 million.

If ten per cent of the out-of-towners spent an additional \$50 each on the average, the volume would have amounted to \$2,545,000 or more than \$75 million in financial transactions based on the average rate of turnover per year. The \$2,545,000 spent by visitors breaks down as follows:

Food	26.7%	\$680,050
Hotels, motor courts	22.0%	\$560,000
Department stores and others	17.9%	\$436,000
Gasoline, oil, tires, greasings, etc.	12.0%	\$305,000

Reprints from this GIANTS EDITION are available at The Chamber. More than 15,000 will be distributed through northern California chambers and corporations.

Recreation, theatres, sports (tickets)	7.6%	\$193,000
Sightseeing	4.4%	\$112,000
Beverages and refreshments	4.0%	\$102,000
Sundry items, home newspapers flown in, etc.	3.7%	\$ 94,000
Laundry, cleaning, personal, professional	1.7%	\$ 43,000

A near-record home attendance is likely for the Giants this season if the new 40,700 capacity Candlestick Park is completed early enough. To equal their all time record of

(Turn to page two)

Chamber Membership Doesn't Cost—It Pays!

Advance Ticket Plans Set Giants 1959 Schedule

Mail orders for 1959 Giants home games accompanied by check or money order are now being accepted at the Seals Stadium main box office, 16th and Bryant Streets, according to Peter M. Hoffman, Ticket Manager.

Because of the likelihood that the season will be divided between Seals Stadium and the new Stadium, Candlestick Park, mail orders for individual games prior to June 28 only will be filled. It will be announced to the press when orders for games after June 28 can be accepted.

The box office at Seals Stadium and the downtown ticket office at Roos-Atkins Store, Market and Stockton Streets, are now handling across-the-counter ticket sales.

Advance ticket purchase plans for 1959 follow:

A	77 DAYS: OPENING DAY, plus:	
	21 Nights, 12 Sundays, 12 Saturdays, 30 Weekdays, 1 Holiday	
	ONE BOX SEAT @ \$3.50	\$269.50
	ONE RESERVED SEAT @ \$2.50	\$192.50
B	47 DAYS: OPENING DAY, plus:	
	12 Sunday, 12 Saturdays, 21 Nights, 1 Holiday	
	ONE BOX SEAT @ \$3.50	\$164.50
	ONE RESERVED SEAT @ \$2.50	\$117.50
C	35 DAYS: OPENING DAY, plus:	
	12 Sundays, 21 Nights, 1 Holiday	
	ONE BOX SEAT @ \$3.50	\$122.50
	ONE RESERVED SEAT @ \$2.50	\$ 87.50
D	26 DAYS: OPENING DAY, plus:	
	12 Sundays, 12 Saturdays, 1 Holiday (Labor Day)	
	ONE BOX SEAT @ \$3.50	\$91.00
	ONE RESERVED SEAT @ \$2.50	\$65.00
E	21 DAYS: 21 NIGHT GAMES	
	ONE BOX SEAT @ \$3.50	\$73.50
	ONE RESERVED SEAT @ \$2.50	\$52.50
F	14 DAYS: 12 SUNDAYS, plus:	
	2 Holidays (Memorial Day, Labor Day)	
	ONE BOX SEAT @ \$3.50	\$49.00
	ONE RESERVED SEAT @ \$2.50	\$35.00
G	30 DAYS: 30 MIDWEEK GAMES	
	(Excluding Opening Day)	
	ONE BOX SEAT @ \$3.50	\$105.00
	ONE RESERVED SEAT @ \$2.50	\$ 75.00

The San Francisco Giants will open their 1959 baseball campaign at Seals Stadium against the Chicago Cubs on April 14. The attractive 77-game home schedule, much more evenly balanced than last year's, will present 21 night games, 12 Sunday games, and two games on holidays.

Stan Musial and the St. Louis Cards will be in San Francisco for the first Sunday date, April 19. The Los Angeles Dodgers come by for the first time May 7, 8, 9 and 10 (a long weekend that also includes a night game).

The Milwaukee Braves will be here for the first time in the season on May 18. Every league team will appear in San Francisco during a long September home stand.

The schedule is as follows:

APRIL		
APRIL 14, 15 (Night), 16		CHICAGO
APRIL 17 (Night), 18, 19 (Sunday)		ST. LOUIS
MAY		
MAY 7, 8 (Night), 9, 10 (Sunday)		LOS ANGELES
MAY 11 (Night), 12		PITTSBURGH
MAY 13, 14		PHILADELPHIA
MAY 15 (Night), 16, 17 (Sunday)		CINCINNATI
MAY 18, 19 (Night), 20		MILWAUKEE
MAY 25, 26 (Night)		LOS ANGELES
MAY 27, 28, 29 (Night)		ST. LOUIS
MAY 30 (Memorial Day), 31 (Sunday)		CHICAGO
JUNE		
JUNE 16 (Night), 17, 18		CINCINNATI
JUNE 19 (Night), 20, 21 (Sunday)		MILWAUKEE
JUNE 22, 23 (Night), 24, 25		PITTSBURGH
JUNE 26 (Night), 27, 28 (Sunday)		PHILADELPHIA
JULY		
JULY 20, 21		LOS ANGELES
JULY 22 (Night), 23		ST. LOUIS
JULY 24 (Night), 25, 26 (Sunday)		CHICAGO
JULY 28 (Night), 29, 30		PHILADELPHIA
JULY 31 (Night), AUGUST 1, 2 (Sunday)		PITTSBURGH
AUGUST		
AUGUST 4 (Night), 5, 6		MILWAUKEE
AUGUST 7 (Night), 8, 9 (Sunday)		CINCINNATI
SEPTEMBER		
SEPTEMBER 2, 3, 4 (Night)		CHICAGO
SEPTEMBER 5, 6 (Sunday), 7 (Labor Day)		ST. LOUIS
SEPTEMBER 9, 10		PITTSBURGH
SEPTEMBER 11 (Night), 12, 13 (Sunday)		PHILADELPHIA
SEPTEMBER 14, 15		CINCINNATI
SEPTEMBER 16, 17		MILWAUKEE
SEPTEMBER 18 (Night), 19, 20 (Sunday)		LOS ANGELES

More Than \$75 Million in Financial Transactions Resulted From Visitors

(Continued from page one)

1,600,893, set in 1947, the Giants would have to average 22,000 fans for their 77 home games this year.

Last year the Giants hired 1,272,625 for 74 home games compared to 653,923 in their final year at New York's Polo Grounds. That same year (1957) the San Francisco Seals attracted 284,000 for 72 games. To set a Giants' home attendance record, the National League club would have to almost double the minor league all time record of 670,000, set in 1946 (still standing).

"As things are now, the small stadium (Seals Stadium with a capacity of 22,900) makes a big difference," Garry Schumacher, the Giants' publicist, says.

"The way ticket requests are flooding our switchboard and filling our mailbags, we wish we had a rubber stadium stretched to hold about 80,000 fans. If we had the facilities, our best single game mark of 60,000 set in 1937, and our best opening day record of 54,393, set in 1936, would be smashed."

Giants Baseball Guide Available to Public

Copies of the Giants' 1959 Press-TV-Radio Guide are now available to the public.

The attractively bound brochure can be obtained by writing to the Press Department, San Francisco Giants, Seals Stadium, 16th and Bryant Streets, enclosing 25c to cover printing and mailing costs.

"There is no question," commented G. L. Fox, General Manager of the Chamber, "that the Giants have entrenched themselves solidly as a top-flight national league drawing power. Part of their success has been in developing a far-reaching interest among Northern California's 48 counties. The Chamber, aware of the inter-county and inter-community cooperation existing between San Francisco and Northern California, has played, and will continue to play, an important role in fur-

thering interest in the Giants throughout the coming years."

Attendance growth is predicated on three other factors, according to Schumacher's analysis:

- Deepening of interest throughout Northern California communities and Chambers of Commerce (being achieved in close liaison with the San Francisco Chamber);

- Success of the team on the playing field through a strengthened roster; and

- Completion of Candlestick Stadium some time in July.

"Increased attendance benefits the local economy as well as filling the Giants' coffers—what is good for the Giants is good for the San Francisco Bay Area and what is good for the area is good for the Giants," Fox added.

"Hotels, taxicab drivers, night clubs, restaurants, cocktail lounges, department stores hotels and motels, bus, train and air services and many other facets of our economy already have felt the impact of the Giants directly or indirectly."

Hitting the High Spots

With JIM WARNOCK

THE SAN FRANCISCO GIANTS 1959 Boosters Club is holding its first luncheon meeting today, 12:30 p.m., at the Leopard Cafe, to which all fans are invited. Mayor George Christopher will be guest speaker. Ten tickets to the opening game will be the door prizes. Dues are \$2 a year and can be paid at the door or sent to Richard C. Specht, Mercury Press, 942 Howard Street, club secretary.

MOTORCADE TO WELCOME THE GIANTS is being planned for April 13, the day before the home opener at Seals Stadium against the Chicago Cubs. The Mayor's Civic Committee has requested San Francisco firms and organizations to decorate their places of business or install window displays by about April 7 to demonstrate their support of the Giants. . . .

F. DOUGLAS TELLWRIGHT, Executive Vice President of Pacific Telephone and Telegraph Co., has been named Public Relations Chairman of the Pacific Festival by Robert B. Murray, Jr., Chairman. He is President of the Northern California-Nevada Council of Churches, a Director of the United Cerebral Palsy Association, a Director of the May T. Morrison Center for Rehabilitation, and a member of the Governor's Business Advisory Council.



F. Douglas Tellwright

TRANS WORLD AIRLINES' non-stop Boeing 707 service from San Francisco to New York on March 20 marked the beginning of the jet age for this area. Charles S. Thomas, TWA President and Warren Lee Pierson, TWA Board Chairman, attended the inauguration. The transcontinental jet flight will leave here daily at 2:30 p.m., PST, and arrive at New York at 10:10 p.m., EST—elapsed flying time, four hours and 40 minutes. . . .

THE FIRST DC-7 service from San Francisco to Salt Lake City will be inaugurated Wednesday by United Air Lines. The 58-passenger DC-7's will leave here daily at 7:45 p.m., PST, and arrive in Salt Lake City at 10:45, MST. . . .

AMERICAN AIRLINES' first regular scheduled jet flight from San Francisco took off for New York via Chicago last Sunday after civic ceremonies at San Francisco International Airport. Time to Chicago was 3 hours, 29 minutes; additional time to New York 1 hour, 27 minutes. American already provides two non-stop jet flights daily to New York from Los Angeles, where the service began January 25. It had sought to begin the same service here at the same time, but Federal approval has been delayed. . . .

"WHAT DOES THE PRINTING INDUSTRY Need in Northern California" is the theme of an "executive workshop," to be held Wednesday, 9:30 a.m. to 5 p.m., at the Hotel Mark Hopkins under the sponsorship of the Northern California Group Printing Industry of America, according to Charles L. Conlan, Chairman. Arthur L. Johnson, Jr., Director of Management Services, Printing Industry of America, will speak on "Measuring Your Management Efficiency." . . .

MAYOR GEORGE CHRISTOPHER cut the ribbon March 17 at the opening of the Seven Hills Restaurant, 26 California Street, with owners Angell Lima and Angelo Ligi on hand. Danish dishes will be featured at the restaurant, open Mondays through Saturdays (Sundays throughout the baseball season). . . .

NEW MEMBERS OF THE CHAMBER



Frank DiMarco

Hanna Goggin

Charlotte Collins

Mary E. Hall

Frank A. Helton

New members recently added to the Chamber roster include (left to right):

Frank DiMarco, President, *Frank DiMarco & Associates, Inc.*, Public Relations; Hanna Goggin and Charlotte Collins, Insurance Brokers and Partners, *Laurent Lamunet Company*; Mary E. Hall, *Hall Realty*; and Frank A. Helton, Vice President and Manager, *Erwin Wasey, Ruthrauff & Ryan, Inc.*

Chamber Statement on Golden Gate Authority Issued by Jack H. How

With regard to the proposed Golden Gate Authority, the Directors of the San Francisco Chamber have authorized the following statement, according to Jack H. How, President:

"In order to accomplish the full economic potential of the San Francisco Bay Area through its bridges, airports and harbor facilities, the San Francisco Chamber of Commerce advocates the principle of a Golden Gate Authority, subject to the formulation of legislation which will solve controversial legal and financial problems and provide adequate representation on the administrative body of the Authority for San Francisco and Alameda counties."

WALKER J. CISLER, President, Detroit Edison Company, and National Chairman, 1959 Invest in America Week, will be guest of honor and principal speaker at the Invest in America Luncheon in the Garden Court of the Sheraton-Palace Hotel April 27. Tickets will be available from the Chamber and a number of cooperating organizations. . . .

LEGISLATION which would eliminate personal property tax on ships of over 50 tons under construction in California's small boat yards has been endorsed by the Chamber Directors as a result of the recommendation of the Shipbuilding and Ship Repair Committee of which George F. Hansen, Vice President, Passenger Traffic, Matson Navigation Company, is Chairman. . . .

E. W. (STACE) CAREY, Chamber Director and Vice President of Fibreboard Paper Products Cor-

Noted Banker Speaks at Insurance Day Luncheon

William A. Marcus, distinguished San Francisco banker, will speak at the eighth annual San Francisco Insurance Day luncheon, Friday noon, April 17, San Francisco Commercial Club, under the sponsorship of the Chamber, the Board of Fire Underwriters of the Pacific and the Commercial Club.

Marcus will talk on "The Day Before—The Days to Come" at the civic luncheon which also marks the 53rd anniversary of the San Francisco conflagration of April 18, 1906.



William A. Marcus

Tickets at \$2.75 may be reserved or obtained at the Chamber, EXbrook 2-4511.

poration, was a luncheon guest of the Chamber of Commerce of Honolulu March 16 during a meeting pointing up the role of the Chamber in gaining statehood for Hawaii. . . .

HOME MUTUAL SAVINGS recently opened a new branch office at 2201 Irving Street. On hand for the ribbon-cutting were Jack H. How, President of the Chamber, Michael Salarno, President of the Irving Street Merchants Association, and Sherman Miller, Executive Vice President of the 73-year old financial institution. Home Mutual's main offices are at 120 Kearny Street. It also has a branch office at 1610 Polk Street. . . .

Investors Asked to Bid On Federal Office Project

Local investors have been invited to make bids to finance the construction of a Federal Office Building in Sacramento. Bid documents can be obtained from the General Services Administration regional office, 49 Fourth Street, San Francisco.

Chamber Civic Development Committee Luncheon Slated

Robert L. Bishop, State Highway Commissioner, and John C. Beckett, Vice President of the San Francisco Bay Area Rapid Transit District, will be guest speakers at a luncheon meeting of the Chamber Civic Development Committee Monday noon, in the Empire Room of the Sir Francis Drake Hotel.

April 1 Deadline for Pension Plans Filing

If there are more than 25 employees on your payroll, chances are you should file a report with the U. S. Department of Labor by April 1 or risk a stiff penalty.

All administrators of welfare and pension plans must file a description of their plans by that date. (Most plan administrators are employers.)

Report forms can be obtained from the Chamber's Research Department and at all Wage-Hour offices of the Labor Department.

Construction in San Francisco Surpasses \$12 Million Mark for 2nd Straight Month

Surpassing \$12 million for the second straight month, authorized construction in San Francisco totaled \$12,528,939 in February, according to the Research Department of the Chamber. The two months cumulative total was \$24,804,098—2.6 times last year.

February permits included one for the Giants stadium at Candlestick Park, \$5 million, and another for Pacific Telephone Company's seven-story office building at Pine and Quincy Streets, \$2,735,000. New residential accounted for \$1,360,827, new non-residential, \$9,391,038, and additions, alterations and repairs, \$1,777,074.

February business activity in San Francisco and the Bay Region scored new February highs and set new records for the first two months. The Chamber February index of 147.2 topped a year ago by 6.2 per cent. The two months' average of 153.5 gained 4.7 per cent.

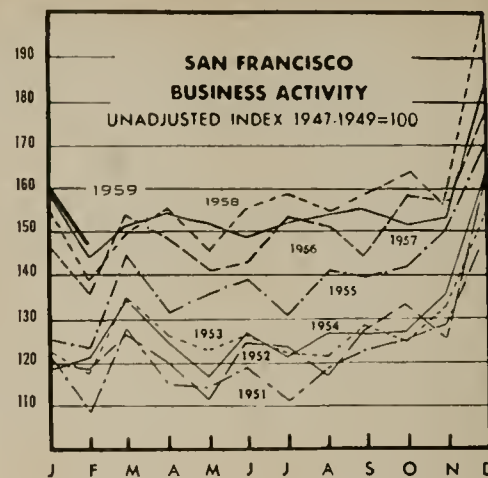
Real estate transactions in San Francisco for the two-month period were up 10 per cent in number. Mortgages rose 33.9 per cent in amount and 21.4 per cent in number.

Bank debits amounted to \$3,868,684,000—a rise of 4.8 per cent. Pacific Coast Stock Exchange transactions were up 129.7 in number of shares traded and 85.1 per cent in market value.

Employment in the six-county metropolitan area—Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano counties—amounted to 1,076,900 in February, compared

to 1,049,300 a year ago. The first two months average of 1,078,550 is 2.2 per cent above a year ago.

San Francisco airport plane traffic, in January (latest available), rose 2.5 per cent; passengers 7.8 per cent, air mail 17.2 per cent and air freight 22.2 per cent. Vehicle crossings during the first two months over the Bay Bridge were up 6.2 per cent and over the Golden Gate Bridge 8.5 per cent.



Business Activity Through February, 1959

BRANCH OF ACTIVITY	FEBRUARY 1959	% from 1958	2 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX	147.2	6.2	153.5	4.7
CONSTRUCTION PERMITS				
Total Number.....	755	3.7	1,513	-2.8
Value.....	12,528,939	277.6	24,804,098	163.9
Residential, New.....	123	-13.3	278	-13.7
Dwelling Units.....	46	-14.8	82	-25.5
Single-family units, New.....	69	-15.9	178	-5.3
Multi-family units, New.....	9,391,038	1,583.8	17,509,738	564.7
Non-residential, New.....	1,777,074	24.2	4,303,533	25.2
Additions, Alterations and Repairs.....	2,521	54.3	5,928	39.1
Nine county dwelling units authorized.....	1,499	7.1	3,074	10.0
REAL ESTATE—Deeds Recorded	106	10.4	109	10.1
*RETAIL DEPARTMENT STORE SALES				
FINANCE—Bank Debits.....\$000	3,868,684	4.8	8,177,970	3.7
Postal Receipts.....\$	2,828,984	24.9	5,593,857	14.2
Pacific Coast Stock Exchange.....	4,829,744	129.7	10,569,778	123.3
Market value.....	83,525,231	85.1	178,262,531	88.0
Number.....	8	100.0	16	0.0
COMMERCIAL FAILURES				
INDUSTRY TREND—6 County Total Employment	1,076,900 (p)	2.6	1,078,550 (p)	2.2
Mfg. Average Weekly Earnings.....(earnings) \$	103.35 (a)	7.7		
Manufacturing.....(employment)	197,600 (p)	1.9	197,300 (p)	1.3
Construction, contract.....	65,800 (p)	11.7	66,400 (p)	8.6
Finance, insurance, real estate.....	68,800 (p)	2.1	68,700 (p)	1.7
Retail trade.....	167,200 (p)	-1.0	168,050 (p)	3.4
Wholesale trade.....	77,500 (p)	0.3	77,600 (p)	0.3
Service.....	184,100 (p)	2.3	183,850 (p)	2.2
Trans., comm., & utilities.....	106,900 (p)	-0.6	107,150 (p)	-0.8
Agriculture.....	15,600 (p)	0.0	16,000 (p)	0.6
Govt.—Federal, state, city.....	190,100 (p)	2.5	190,000 (p)	2.8
Other.....	3,300 (p)	3.1	3,000 (p)	2.9
TRANSPORTATION—Freight car movement	10,639	8.8	22,050	5.8
S. F. Airport—Planes In and Out.....	11,291 (a)	2.5		
Passengers Off and On.....	288,218 (a)	7.8		
Air Mail Loaded and Unloaded.....Lbs.	3,567,827 (a)	17.2		
Air Express Loaded and Unloaded.....Lbs.	604,726 (a)	-17.1		
Air Freight Loaded and Unloaded.....Lbs.	6,829,751 (a)	22.2		
Rail Express Shipments.....	57,798	-5.2	117,355	-6.7
*Truck Movements—S. F. Area.....	146.8	7.2	154.4	6.1
Out-of-State passenger car entries into No. Calif.....	39,243	-3.7	85,983	1.5
PORT OF SAN FRANCISCO—Revenue Tons	345,123	-12.9	864,598	-4.1
Coastwise.....	8,583	201.7	14,731	99.4
Intercoastal.....	17,929	6.7	50,260	1.8
Inland Waterway.....	110,790	-30.2	294,471	-12.3
Foreign.....	207,821	-4.5	505,136	-0.6
CARGO VESSELS (San Francisco Bay)				
Arrivals.....	359	8.5	776	11.3
Millions of Registered Tons.....	1,810,458	12.3	3,828,235	13.9
UTILITIES—Ind. & Comm. Gas Sales	1,613,708,500	0.4	3,148,917,400	-0.9
*Elec. Energy Sales, K.W. Hours.....	164	3.8	167	2.5
Water Consumption—Comm. & Ind.....	151,786,000	-2.0	303,572,000	-2.0
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....	1,860	18.9	3,371	5.3
Bay Bridge Vehicle Crossings.....	2,749,682	6.5	5,666,243	6.2
Golden Gate Bridge Vehicle Crossings.....	1,232,386	10.6	2,543,767	8.5
FRUITS & VEGETABLE RECEIPTS	3,098	4.1	6,346	1.1
LIVESTOCK SLAUGHTER (Insp. Dists.)	120,000 (a)	14.3		
*5. F. CONSUMER PRICE INDEX—All Items.....	127.9 (d)	2.5		

* Index Base (1947-49 Monthly Average = 100); (a) January latest; (d) December quarterly; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

Chamber Calendar

March 30—CIVIC DEVELOPMENT COMMITTEE LUNCHEON—12 noon, Empire Room, Sir Francis Drake Hotel. **Speakers:** Robert L. Bishop, Member, California Highway Commission; John C. Beckett, Vice President, San Francisco Bay Area Rapid Transit District.

March 31—LEGISLATIVE & NATIONAL AFFAIRS SECTION—Room 200, Chamber, 3 p.m.—**Agenda:** State legislation.

April 1—STREET, HIGHWAY & BRIDGE SECTION—Room 200, Chamber, 10:30 a.m.—**Agenda:** Progress report on traffic on Bay Bridge, billboard ordinance.

April 2—SFAWTA—San Francisco Room, Fairmont Hotel, 12 noon. **Speaker:** The Hon. Sir Arthur Morse, C.B.E., Chairman, British Travel Association. **Subject:** "British Trade & Travel: The Importance of Commerce and Other Overseas Visitors."

April 2—INTER-CITY SECTION—Press Club, 555 Post St., 12 noon.

April 3—FIRE SAFETY SECTION—Room 200, Chamber, 10:30 a.m. **Agenda:** Progress report on proposed fire code, new fireboat, and company inspection by Fire Department.

April 6—BUILDING CODE SECTION and TECHNICAL PROJECTS COMMITTEE (Joint Meeting)—Commercial Club, 12:15 p.m.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

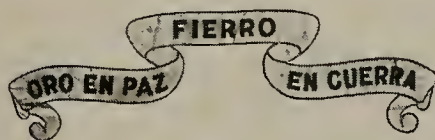
JACK H. HOW, President
G. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4311. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 9,000 this issue



A Flag which Flaunts Disaster



SAN FRANCISCO

Commemorating the rise of the city out of the flames and ashes symbolized by the legendary Phoenix bird, the San Francisco flag was first designed as a seal in 1859 to signalize an earlier fire. It took its present form after Policeman John M. Gamble won first prize in a competition sponsored by Mayor James Phelan in 1899.

Unveiled at a parade honoring returning California Volunteers of the Spanish-American War in 1901, the original flag was dramatically rescued in a paddy wagon from the burning City Hall on April 18, 1906. It is now in the collection of the Society of California Pioneers.

Copies of the flag have been made for many years by the Emerson Manufacturing Co. and others.

"Know Your Elected Representatives" Folder Published by Chamber

Do you know how to contact your elected officials in city and county government, state officials and representatives in Sacramento, or your senators and congressmen in Washington?

Their addresses and telephone numbers and a list of ten good tips about writing to them are included in "Know Your Elected Representatives" just published by the Public Affairs Department of the Chamber.

Copies in limited quantity can be obtained by writing or calling the Chamber.

The folder also includes a map of San Francisco assembly districts and lists of voter registration by congressional districts.

Noted Banker to Speak At Commercial Club

"The Day Before—The Days to Come" is the title of an address to be given by William A. Marcus, retired Senior Vice President of American Trust Company, Friday noon, April 17, at the San Francisco Commercial Club, marking the 53rd anniversary of the 1906 conflagration.

The eighth annual Insurance Day Luncheon is sponsored by the Chamber, the Board of Fire Underwriters of the Pacific and the Commercial Club.

Jack H. How, President of the Chamber and President of Western Machinery, will preside. Chairman of the Day will be R. D. Brumbaugh, Chairman, Public Relations Committee, Pacific Underwriters.

Hawaiian Section Of Chamber Plans Tour of 50th State

A trade development tour of Hawaii, the 50th state—the first major trek for San Francisco executives to the Islands in several years—has been scheduled September 26 to October 3 by the Hawaiian Affairs Section of the Chamber. It has been announced by Jack H. How, Chamber President.

How, also President of Western Machinery Company, will lead the tour.

"The Chamber long has championed the cause of Hawaiian statehood," How said. "Now that this has been achieved, we look forward to a great acceleration in the business tempo of the Islands and to a strengthening of our economic ties with Hawaii."

Those going by air will depart Saturday, September 26, via United Air Lines, and return via Pan American World Airways Saturday, October 3, according to Alan H. Johnston, Section Chairman and Controller of C. & H. Sugar Refining Corp.

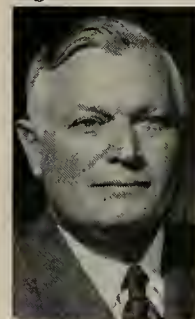
Those going by sea will sail on the Lurline Monday, September 21, from Los Angeles and return to San Francisco aboard the Matsonia Thursday, October 8.

William Quinn, Governor of Hawaii, J. Dickson Pratt, President of the Honolulu Chamber of Commerce, and civic officials will greet the parties Monday, September 28, prior to a series of discussions on trade matters affecting both areas.

(Turn to page two)

Cisler Talks on "What Makes America Tick?" at Invest in America Lunch

Walker L. Cisler, President and Director of the Detroit Edison Company and National Chairman of Invest in America Week will be the guest of honor and principal speaker during the luncheon highlighting the event in the



Garden Court of the Sheraton-Palace Hotel, Monday noon, April 27. The title of his address is "What Makes America Tick?"

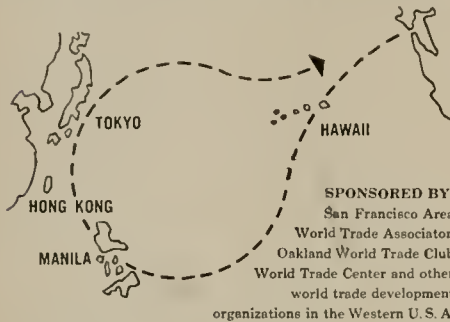
Sponsors include the Northern California Invest in America Committee in cooperation with the Chamber, the State Chamber, Bay Area Council, Investment Bankers Association (California Group), San Francisco Real Estate Board, and the San Francisco Underwriters Association.

Chamber Membership Doesn't Cost—It Pays!

World Trade Association Business Tour of Asia Slated to Leave April 19

The Third Annual Business Tour of Asia—calling for visits to Pacific Basin countries which are the best trading customers of the San Francisco Bay Area—departs Sunday, April 19, and returns May 15.

The tour, open to businessmen throughout the Western United States, is sponsored by the San Francisco Area World Trade Association of the Chamber, Richard Nelson, President.



Stopovers have been scheduled for Honolulu (one day), Manila (four days), Hong Kong (three days), Kyoto (two days), Nagoya (two days) and Tokyo (eight days).

Hawaiian Section Plans To Tour the 50th State

(Continued from page one)

A summary conference will be held Wednesday, September 30, in the Royal Hawaiian Hotel Ballroom.

Sightseeing trips to Pearl Harbor, the Pali and windward side of Oahu and Kauai, a dinner dance at the Royal Hawaiian and fashion shows for wives of trip participants, are also scheduled.

"Chamber members are cordially invited to join the San Francisco group," How said.

Trip details can be obtained by calling the Domestic Trade Department, EXbrook 2-4511, Extension 76.



More than 800 San Francisco businessmen are expected to visit the city's schools Thursday, April 30, during the ninth annual Education-Business Day, sponsored by the Board of Education and the Chamber. Superintendent of Schools Harold Spears (right) and Gene K. Walker, Chairman of the Business-Education Committee of the Chamber, make plans. San Francisco teachers will be guests of business and industry in a reciprocal event, Business-Education Day, in the fall (October 30, '59).



FLOATING FAIR—The Atlas Maru, Osaka Shosen Kaisha freighter converted into a huge floating show-room—the "Japan Industry Floating Fair"—will be in San Francisco April 17 and 18 with more than 10,000 samples of Japanese products on display. The cargo carrier, built in 1951, has a three-floor exhibit hall up forward and another two-floor hall aft. The two halls have 11 major show rooms divided into 330 booths.

Did you know that your investment in San Francisco Chamber of Commerce membership is deductible as a business expense on income tax payments?

In many ways, Chamber membership does not cost—it pays.

Small Business Section Schedules Roundtable

Roy P. Cole, Chairman of the Small Business Section, announces that a small business roundtable discussion will be held in Room 200 at the Chamber offices, 333 Pine Street, 11 a.m. Tuesday.

At a recent meeting of this section, Cole reports, it was decided to conduct these meetings on the second Tuesday of each month, to limit them to an hour, and to encourage small businessmen in San Francisco to discuss their particular problems with section members.

S. F.'s Population Shows Increase

CITY HAS 45,643 MORE RESIDENTS THAN IN '50

San Francisco had an estimated 821,000 residents as of January 1, 1959—an increase of 45,643 since the 1950 U. S. Census—according to the Research Department of the Chamber.

The Chamber tabulation, resulting from a careful study of basic growth factors, showed that 60 per cent of the city's population or 624,065 persons are in the 20 years old and over group. Since 1950 this group added 27,216 persons.

There were 196,935 persons in the under 20 years class or 40 per cent of the total, representing an increase of 18,427 persons since 1950. Of this total, there were 124,176 students enrolled from kindergarten through junior college—28,498 above the 1950 level. The pre-school or under five years group totaled 50,896 persons, a decrease of 12,025 since April, 1950.

Military residents living on and off post were included in the Chamber figures.

About 10,000 ship crew members in port were included in the 1950 census. Although port activity has increased, this segment of the population is omitted from the 1959 conservative Chamber estimate.

The Chamber population figures for San Francisco:

POPULATION—TOTAL	CENSUS PERIOD	ESTIMATE	CHANGE
	1950	JAN. 1, 1959	
Residents 20 years and over	775,357	821,000	45,643
Residents under 20 years	596,849 (a)	624,065 (b)	27,216
active school enrollment (c)	178,508	196,935	18,427
under 5 years	95,878	124,376	28,498
colleges, private schools,	62,921	50,896	—12,025
working, etc.	19,709	21,663	1,954

(a) Includes about 10,000 crew members of ships in port.

(b) No allowance for ship crews.

(c) Includes kindergarten through junior college for public and parochial schools.

GROWTH FACTORS	1950	1958	INCREASE
Telephones—Resident main stations	226,352	237,204	10,852
Electric Customers—Resident	202,513	218,327	15,814
Gas Customers—Resident	215,491	228,207	12,716
Dwelling Units—Occupied	257,734	272,459	14,725
Passenger Auto Registrations	237,574	255,585	18,011

IA regular feature of the Chamber; reprints available at the Research Department, EX 2-45111

Hitting the High Spots

With JIM WARNOCK

AN ALL-DAY OPEN HOUSE is being held today, 9 a.m. until 6 p.m., marking the opening of Civic Federal Savings Offices at 515 Polk Street, according to Wyckoff & Associates. Mayor George Christopher will cut a bronze chain to symbolize the formal opening of the firm for business. Refreshments will be served and free gifts distributed. Officers and directors of the new firm are: Paul H. Louie, President; Robert K. Barber, Vice President; Duane W. Connell, Secretary-Treasurer and Manager; John S. Bowles, C. J. Colligan, Donlon H. Gabrielsen, August E. Waegemann and Russell C. Westover, Jr. . . .

JAMES P. WILSON, Manager of the World Trade Department of the Chamber, and Henry R. Keith, Assistant Manager, attended the International Trade and Industrial Exposition in Los Angeles last weekend and were luncheon guests of the Los Angeles Chamber of Commerce. . . .

ROBERT L. BISHOP, State Highway Commissioner, and John C. Beckett, Vice President of the San Francisco Bay Area Rapid Transit District, spoke last week at a luncheon meeting of the Civic Development Committee of the Chamber in the Empire Room of the Sir Francis Drake Hotel. Mayor George Christopher and Chief Administrative Officer Sherman Duckel were special guests. Other civic, state and federal officials who have been working closely with various committees and sections of the Chamber, were invited. . . .

WHEELER McMILLEN, Vice President and Director of the FARM JOURNAL, and one of the foremost agricultural authorities in the nation, addressed a meeting of the Agricultural Committee of the Chamber Tuesday in the San Francisco Room of the Fairmont Hotel. . . .

CHARLES C. MILLER, Manager of the Transportation Department, and Frank Needles, Deputy City Attorney, are representing the Bay Area's interests in three separate air route matters at Civil Aeronautics Board hearings in Washington, D.C., this month. The air route cases involved are: the Trans-Pacific Route Case (with San Francisco named a key terminal point to Hawaii, and points in the Orient); the Pacific Southwest Local Service Case (San Francisco to points in California and Nevada south of Sacramento and Reno); and the addition of a third N.Y.-S.F. nonstop carrier service (American Airlines, Inc.). City Attorney Dion Holm will be in Washington to personally argue the latter case. . . .

THE 1959 SAN FRANCISCO Giants' home game schedule—printed to fit your wallet—has been issued by the Publicity Department of the Chamber. The schedule may be obtained either singly or in lots by calling the Research Department, 333 Pine Street. . . .

NEW ZEALAND'S first Trade Commissioner in San Francisco will be J. L. Fenaughty, head of the trade promotion branch of the Department of Industries and Commerce in Wellington, N.Z., according to Richard Nelson, President of the San Francisco Area World Trade Association. The new Commissioner will arrive in San Francisco in May. . . .

CALIFORNIA WINES have been chosen over their foreign counterparts in 81 comparative taste tests throughout the U. S., according to Don W. McColly, President of the Wine Institute, San Francisco. . . .

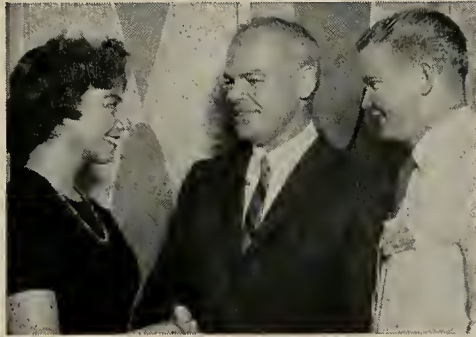
FLOATING INDUSTRIAL EXPOSITION OF JAPAN—literally a multi-million dollar floating trade fair aboard the modern cargo ship ATLAS MARU—will visit San Francisco April 17-18 en route to its home port of Kobe after a five-month tour of a dozen major South American ports. It will berth on the south side of Pier 18. San Francisco is its only U. S. port of call. . . .

NEW MEMBERS OF THE CHAMBER



Takeo Kurihara Atherton R. Mitchell Bruce Hopper Palmer York, Jr. Dan B. Burger

New members recently added to the Chamber roster include the above (left to right): Takeo Kurihara, Manager, *Japan Tourist Association*; Atherton R. Mitchell, Partner, *Mitchell-Hopper Assoc.*; Bruce Hopper, Partner, *Mitchell-Hopper Assoc.*; Palmer York, Jr., *York & Co.*; and Don B. Burger, General Manager, *Canterbury Hotel*.



SALUTE TO RURAL YOUTH was held recently at an Agricultural Committee luncheon at the Fairmont Hotel in connection with the Junior Grand National. Jack T. Pickett, Chairman, and Editor of the "California Farmer" is shown greeting Coast Counties' Queen Barbara Weber, daughter of Karl C. Weber (owner of the Whitcomb Hotel) with DeWayne Holmdahl of the Santa Barbara 4-H Club to the right.

UNITED CRUSADE CAMPAIGNERS in San Francisco next fall will be led by Attorney William Orrick, Jr., according to Fred C. Whitman, campaign Chairman for the five-county fund drive and Selah Chamberlain, Jr., President of the Crusade's San Francisco unit, the United Community Fund. . . .

WELTON BECKETT AND ASSOCIATES—architects and engineers who designed new plans for San Francisco International Airport—have designed the Atomic Energy Commission and U. S. Department of Commerce exhibit buildings at the 1959 Tokyo International Trade Fair. The buildings are huge aluminum space frames suspended from aluminum and steel masts rising 118 feet above the ground. . . .

JOHN L. MORRIS of Miami, Vice President of National Airlines, met recently with G. L. Fox, General Manager of the Chamber, Charles Miller, Transportation Manager and Frank Needles, City Attorney, about the possibility of a new jet route between San Francisco and Miami. Time of the proposed route would be six hours and 18 minutes. National's plans are to use 600 mph DC-8 jets as well as jet-prop Electras. . . .

THE INTER-CITY SECTION of the Chamber will hold its bi-annual cruise to Vallejo and Mare Island Naval Shipyard Wednesday, April 22, aboard the Great Golden Fleet, according to Irving W. Danielson, Co-Chairman, and Vice President of the Bank of California N.A. . . .

PAUL G. HOFFMAN, Director of the United Nations Special Fund, Arthur H. Dean, Senior Partner, Sullivan and Cromwell, and former U. S. Ambassador for Korean Armistice Negotiations; and M.A.C. Chagla, Ambassador of India to the United States, will be among the noted speakers at the 13th Annual Conference of World Affairs of Northern California, May 1, 2 and 3, at Asilomar on the Monterey Peninsula. . . .

EDMUND W. LITTLEFIELD, Past President and former Director of the Chamber and present Executive Vice President and General Manager of Utah Construction Company, has been named to the Board of Directors of W. P. Fuller & Co., pioneer western paint and glass firm. Littlefield is the second board member who is neither a member of the Fuller family nor a Fuller executive. Dean Witter, senior partner of the nationwide investment house of Dean Witter & Co., was elected to the board last October. Littlefield is the third former president of the Chamber to serve on the board of directors of W. P. Fuller & Co. Other presidents were W. P. F. Brawner and W. P. Fuller, III. . . .

OFFICERS and the Board of Directors of the Chamber have been invited to attend the 13th Annual San Francisco Public School ROTC Competition, to be held Tuesday in the Civic Auditorium under the sponsorship of the 91st Infantry Division and 91st Infantry Division League, according to Stuart D. Menist, Major General, USAR, and Chairman of the Armed Forces Section of the Chamber.

ONE OF THE FIRST Boeing model 502 turbo-starter units for jet engines ready for service at San Francisco International Airport has been acquired by Bay Aviation Services Company to augment its ground services for scheduled air carriers. In addition to starting jet engines, the unit provides cabin heat, pressurization, de-icing and troubleshooting for hydraulic systems while aircraft are on the ground. The company has been fueling jet aircraft for more than a year. . . .

Name Domestic Trade Committee Chairman

G. J. Ticoulat, senior vice president and a director of Crown Zellerbach Corp., has been appointed chairman of the Domestic Trade Committee of the Chamber, according to G. L. Fox, General Manager.

Section chairmen of the Domestic Trade Department of the Chamber named were:

Irving W. Danielson, Vice President, Bank of California N.A. and Joseph Fontana, vice president, Foster & Kleiser Company, Co-Chairmen of the Inter-City Section; Alan H. Johnston, Controller, C & H Sugar Refining Corp., Chairman of Hawaiian Affairs; Christian J. Matthews, Manager, Western Division, Arthur D. Little, Inc., Alaskan Affairs; Roy P. Cole, Partner, Cole & DeGraff, Small Business; Everett Kindig, Sales Supervisor, Hills Bros. Coffee, Inc., Business Center Development; Richard M. Oddie, Assistant Vice President, Business Development Department, Bank of America N.T. & S.A., Marketing & Sales Promotion; Harry W. Guppy, Pacific Coast Manager, Planter Nut & Chocolate Co., Government Purchasing Liaison; and Irving Culver, President, Gibraltar Warehouse Company, Personal Property Tax.

Dan E. London, Managing Director, St. Francis Hotel and First Vice President of the Chamber, was re-named Commodore of the Great Golden Fleet, the Chamber's good will flotilla.

"Applied Management" Spring Course Slated at San Francisco State

An "applied management" course has been scheduled for the spring semester by San Francisco State College—"a first in the field of U. S. college education," according to Glenn S. Dumke, President of the school.

The course, which will be held twice a week for 17 weeks, will be handled jointly by a three-man team from the business school faculty and representatives of management in the American Can Company. Twenty-eight business school majors will participate.

"We've come to the conclusion that one of the best ways to bridge the gap between the classroom and the world of business is to start bridging it before our students graduate," Dumke said.

State's three business school professors include Dr. John Schneider, Professor of Marketing; Henry McKenzie, Professor of Business; and Dr. William Rogers, Associate Professor of Production.



Dr. Glenn S. Dumke

Chamber Calendar

April 10—HUNTERS POINT RECLAMATION DISTRICT STUDY GROUP—First floor conference room, Chamber, 11 a.m.

April 10—CANCCOCE—Monterey Room, Sir Francis Drake Hotel, 12:30 p.m.

April 14—SMALL BUSINESS ROUNDTABLE—Room 200, Chamber, 11 a.m.

April 15—R.M.A. BOARD OF DIRECTORS—Press Club, 555 Post St., 8 a.m.

April 15—BUSINESS-EDUCATION DAY COMMITTEE—Room 200, Chamber, 11 a.m.

April 15—SFAWTA INTER-AMERICAN BUSINESS LUNCHEON—Hunt Room, Fairmont Hotel, 12 noon.

April 16—KEEP GREEN COMMITTEE—Room 200, Chamber, 10:45 a.m. Agenda: Discuss problems of danger of forest fires.

April 17—INSURANCE DAY LUNCHEON—Commercial Club, 12 noon. "The Day Before—The Days to Come," by William A. Marcus, Consultant, American Trust Company.

April 20—STREET, HIGHWAY AND BRIDGE SECTION SPECIAL COMMITTEE—Room 200, Chamber, 10:30 a.m. Agenda: Controlling traffic on Bay Bridge approach.

April 22—GREAT GOLDEN FLEET INTER-CITY SECTION cruise to Vallejo and Mare Island Naval Shipyard.

San Franciscana UNIQUE PHOTO CENTER

San Francisco is the only city in the country, and possibly in the world, with its own workshop for amateur camera enthusiasts—the \$500,000 Photo Center.

Credited with making this dream of city officials and citizens a reality is its present director and supervisor, Frederick M. Levy, prominent local attorney.

Levy, who worked his way through college as a part-time employee in the city's Recreation and Park Department, is an avid shutterbug.

Plans for the Center shaped into reality when the City passed a \$7 million bond issue in 1947 to cover, among other projects, a new Recreational Arts Building which was to include a photography center. Passage of the bond resulted after a vigorous campaign by a committee of citizens appointed by the mayor, local camera clubs and Recreational and Park Department executives.

The Center occupies 7,780 square feet on the ground floor of the Recreational Arts Building which was dedicated in December 1957. Its printing darkroom has 30 Omega enlargers, six contact printers, four cutters, 16 developing trays and five stainless steel sinks. The washing, drying and finishing room is equipped with the latest rotary print washers and print dryers.

The studio, which has all possible arrangements for portrait work, can accommodate four lighting setups at one time. The combined library and lecture hall accommodates as many as 200 persons at a single lecture or demonstration. Kitchen facilities add an informal note.

The Center is open from 5:30 to 11 p.m. on Mondays, 3:30 to 11 p.m. on Tuesdays through Fridays, 10 a.m. to 5:30 p.m. on Saturdays and from noon until 5 p.m. on Sundays.

One of the most popular operations is the basic short course, nine consecutive weekly lectures covering the camera, exposure and film, composition, enlarging, and lenses of the miniature camera, portraiture demonstration, depth of field, zone focusing, flash and color slide work, and exposure meters.

The Center sponsors an annual summer "family weekend" for camera enthusiasts at Camp Mather in Tuolumne County near Yosemite National Park. In cooperation with the Northern California Council of Camera Clubs, the Center also sponsors San Francisco's Photography Day annually in May at Sigmund Stern Grove. About 11,000 persons attend the all-day outdoor event.

With the Photo Center now a reality, San Francisco is making good on its ambition to become "the foremost city in the nation in the field of amateur photography."

(A regular feature of the Chamber; reprints available at the Research Department, EX 2-45111)

City Needs 40,000 Parking Spaces by 1960

Nearly 40,000 parking spaces will be needed in the central and neighborhood districts of San Francisco by 1960. It has been reported by the Chamber Civic Development Committee, of which Arthur J. Dolan, Jr., Vice President of Blyth & Co., Inc., is Chairman, and the Chamber Parking Section, of which H. Irving Rhine, President of Bode Gravel is Chairman.

The report was accomplished with the cooperation of the Parking Authority of the City and County of San Francisco, the City Engineer, and De Leuw Cather & Co.

According to the Chamber Board report, there were 16,704 off-street and legal on-street parking facilities in the Central parking

district in January. An additional 39,931 spaces, including 2,600 in the neighborhood districts, will be needed by 1960.

Jack H. How, President of the Chamber, has appointed representatives to serve on a downtown parking liaison committee with corresponding representatives of the Downtown Association. Under the chairmanship of Rhine, Chamber members of the committee will be Paul Elder, Jr., of Paul Elder & Co., and President of the Retail Merchants Association; F. S. Hirschler, President of the Emporium-Capwell Company and a Chamber Director; J. Howard Patrick, Patrick & Co.; and Karl M. Stull, President, Retail Dry Goods Association.

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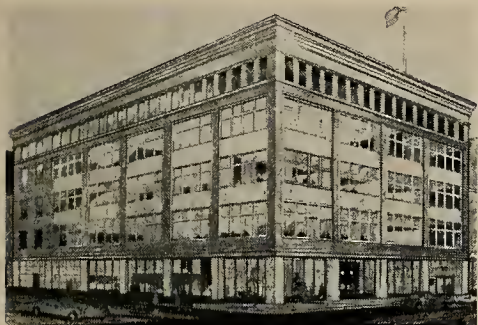
JOSEPH I. HAUCHEY, Editor

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HONOR TO A CENTURY-OLD ENTERPRISE—Left to right are Daniel E. Koshland, Chairman of the Levi Strauss Executive Committee; Jack H. How, President of the Chamber; Walter A. Haas, Sr., Chairman of the Board; Everett Kindig, Chairman of the Business Center Development Committee; Peter E. Haas, Executive Vice President; and G. L. Fox, General Manager of the Chamber—all were present as the Chamber presented an Award of progress to Levi Strauss & Co.



SCHUBART AND FRIEDMAN were architects in the \$1,000,000 Levi Strauss remodeling project, which retained the traditional brick exterior of the building while greatly expanding the window structure.

Re-naming of Highway 101 as El Camino Real Advocated by Chamber

U. S. Highway 101 should again be called the El Camino Real instead of the Cabrillo Highway, the Board of Directors of the Chamber has resolved, according to Jack H. How, president of the Chamber.

The Chamber directors also declared that the traditional mission bell markers should be restored "at or near points of egress leading from the U. S. Highway 101 to the Old Missions" in its resolution supporting passage of Assembly Bill 1769.

Support of the resolution followed the recommendations of the Civic Development Committee of which Arthur J. Dolan, Jr., vice president of Blyth & Co., is chairman, and the Street, Highway and Bridge Section, of which Leonard S. Mosias, architect, is chairman.

Chamber Stand on State Bills

The following bills now before the State Legislature have been either supported or opposed by the Board of Directors of the Chamber after intensive studies by its various committees and sections—

AB 225—This bill would create a State Office of Commerce and Travel to "gather and disseminate information on all subjects relating to travel, markets, commodities and services within the State." It would duplicate the work now being performed adequately by private agencies. **OPPOSED.**

AB 2241—"Prohibits persons from giving, paying or receiving compensation for securing signatures of electors on any initiative referendum or recall petition." The measure seriously reduces safeguards of the electorate against ill-advised or irresponsible acts of elected officials. **OPPOSED.**

AB 1163—Requires that all health and welfare programs covering persons employed in the State be subject to the Rees-Doyle Health and Welfare Program Supervision Act "whether negotiated or not." It assumes that the employer who pays the entire premium to an insurance company or a service-type organization for the health and welfare of his employees could conceivably misuse the amounts collected. **OPPOSED.**

AB 694—Would delete requirements that justices, clerks and reporters of the Supreme Court reside at and keep offices in Sacramento. Historically the offices have been maintained in San Francisco serving the northern and

(Turn to page four)

Cisler's Address To Highlight "Invest in America" Week Luncheon

"What Makes America Tick?" will be the subject of Walker L. Cisler, president and director of the Detroit Edison Company, before the Invest in America Week luncheon Monday noon in the Garden Court of the Sheraton-Palace Hotel, according to Mark R. Sullivan, general chairman, Northern California Invest in America Committee.

Nearly 1000 are expected to attend the event, according to Sullivan, who is also president of Pacific Telephone and Telegraph Company and president of the State Chamber.

The luncheon will be sponsored by the committee in cooperation with the Chamber, the State Chamber, Bay Area Council, Investment Bankers Association (California Group), San Francisco Real Estate Board and San Francisco Life Underwriters Assn.

Jack H. How, President of the Chamber, will preside.

Reservations may be made by calling the Chamber, EXbrook 2-4511, Extension 58.

Cisler is a director of American Airlines, Atomic Industrial Forum, Burroughs Corpo-



FOR MORE AND BETTER JOBS

ration, Cornell Aeronautical Laboratory, Council for Financial Aid to Education, Detroit Bank and Trust Company, Eaton Manufacturing Company, Equitable Life Assurance Society of the United States, Fruehauf Trailer Company, Holley Carburetor Company and National Steel Corporation.

A graduate of Cornell University (M.E., 1925), he was the leader of a group of ten electric power company executives who visited Russia last summer. He was the host at a luncheon for 60 businessmen to meet Anastas Mikoyan in January.

Robert B. Murray, Jr., Chamber director and Executive Vice President of Pan American Airways, is Chairman of the Northern California Invest in America Week Executive Committee. James B. Du Prau, Vice President, Columbia-Geneva Division of U. S. Steel, is luncheon committee chairman.

Chamber Membership Doesn't Cost—It Pays!

Business Activity in San Francisco for First Quarter Best in History of City

Business activity in San Francisco for the first quarter was the best for any similar period in the history of the city, according to the Research department of the Chamber.

New all-time monthly highs were recorded in March in the number of real estate deeds recorded and visitor and newcomer inquiries about San Francisco.

The number of new dwelling units authorized in the nine Bay Counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara and Sonoma—attained a new high. The volume and market value of shares traded on the Pacific Coast Stock Exchange set new monthly records.

New highs for the month of March were set for bank debits and in retail department store sales in San Francisco. Ship arrivals registered tonnage, vehicle crossings over the Bay Bridge, truck movements and out-of-state passenger cars entering northern California, also were at highs for March.

The Chamber's business activity index for March and the first quarter climbed to new heights for these periods. The March index of 164.5 was 10.3 per cent above a year ago; the first quarter, 157.2, was up 6.7 per cent.

Construction permits authorized during the first quarter in San Francisco totaled \$31.4 million in value, nearly \$10 million more than a year ago. New non-residential accounted for \$18.6 million or more than half the total. Several major office buildings contributed to the rise which amounted to 3.5 times last year's first quarter.

New dwellings authorized in the first quarter totaled 598, topping a year ago by 13.6 per cent. Multi-family types accounted for 376 or about two-thirds and single family for 186 units. Additions, alterations and repairs were up 42 per cent to \$6.5 million for the three months.

Dwelling unit starts in the nine county area almost doubled last March's total, setting a new monthly record of 5,736 units. The first quarter total of 11,664 units eclipsed a year ago by 61.3 per cent.

Reflecting the increased tempo of the region, employment in the six-county Metropolitan Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) pushed ahead of last year's level in most industrial groups. The first quarter monthly average of 1,082,370 surpassed a year ago by 2.6 per cent. The March total of 1,090,000 was up 3.3 per cent.

Leading industrial groups in March included manufacturing with 200,200 employed; government, 190,800; service, 185,400; and retail trade, 169,000. Construction, with 69,800 employed in March, led the year to year gains with an increase of 11.7 per cent. Retail trade followed with a rise of 5.4 per cent.

Average weekly earnings in February in the manufacturing industry in the Metropolitan Area amounted to \$103.09. Average hourly earnings for the same period were up 5.6 per cent.

March unemployment totaled 58,000 or 5.1 per cent of the labor force, 6,700 fewer than in February.

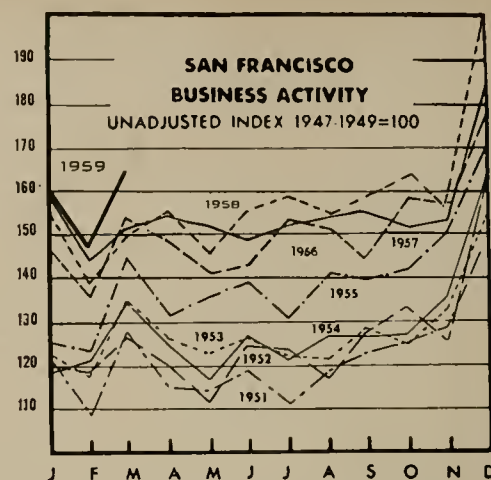
March financial transactions were very ac-

tive in San Francisco. Bank debits amounted to \$4,493,612,000, a new March high, and 14 per cent more than last year. The first quarter total of \$12,671,297,000 was \$833 million above a year ago or seven per cent.

Bay Region bank debits for the first quarter totaled \$20.7 billions—an increase of \$1.8 billions over a year ago.

Pacific Coast Stock Exchange transactions established a new record of 5,886,748 shares traded in March with a market value of \$98,127,947—an increase of 150.7 per cent and 100.2 per cent respectively. First quarter totals of 16,456,526 shares with a market value of \$276,441,832 topped a year ago by 132.5 per cent and 92.2 per cent, respectively.

First quarter Port revenue tonnage rose 1.5 per cent. Ship arrivals were up 9.2 per cent. Bay Bridge vehicle traffic rose 7.0 per cent and the Golden Gate Bridge 10.5 per cent.



In the transportation field in San Francisco at the end of the first quarter, freight car movements were up 10.4 per cent; plane traffic 3.9 per cent; air mail 18.3 per cent; air freight 17.3 per cent; and truck movements 8.4 per cent.

Fruit and vegetable receipts in the Metropolitan Area were up 6.9 per cent and livestock slaughtered 13.2 per cent.

In the utility field, electrical energy sales were up 2.5 per cent for the first quarter and residential water consumption 4.2 per cent. Sales of industrial and commercial gas were down 4.7 per cent and water 0.4 per cent.

Business Activity Through March, 1959

BRANCH OF ACTIVITY	MARCH 1959	% from 1958	3 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX	164.5(p)	10.3	157.2(p)	6.7
CONSTRUCTION PERMITSTotal Number	1,032	19.8	2,545	5.3
Value	6,599,437	-52.5	31,403,535	-52.5
Residential, New	3,383,240	-66.4	6,374,067	-52.5
Dwelling Units	320	56.9	598	13.6
Single-family units, New	104	52.9	186	4.5
Non-residential, New	1,056,000	-60.9	18,565,738	247.9
Additions, Alterations and Repairs	2,160,097	94.7	6,463,630	42.0
Nine county dwelling units authorized	5,736	89.7	11,664	61.3
REAL ESTATE—Deeds RecordedNumber	1,678	10.2	4,752	9.5
*RETAIL DEPARTMENT STORE SALESIndex	119	10.2	112	9.8
FINANCE—Bank Debits\$000	4,493,612	13.6	12,671,582	7.0
Postal Receipts	3,282,637	37.0	8,876,494	21.7
Pacific Coast Stock Exchange	5,886,748	150.7	16,456,526	132.5
Shares traded	98,127,947	100.2	276,441,832	92.2
Market value \$	7	-30.0	31	19.2
COMMERCIAL FAILURESNumber	7	-30.0	31	19.2
INDUSTRY TREND—6 County Total Employment	1,090,000(p)	3.3	1,082,370(p)	2.6
Mfg. Average Weekly Earnings.....(earnings) \$	103.09(a)	8.1	21,584(b)	3.9
Manufacturing.....(employment)	200,200(p)	3.3	198,200(p)	2.0
Construction, contract	69,800(p)	11.7	67,365(p)	9.4
Finance, insurance, real estate	69,300(p)	2.2	69,000(p)	2.1
Retail trade	169,000(p)	5.4	168,500(p)	4.1
Wholesale trade	77,800(p)	0.3	77,700(p)	0.3
Service	185,400(p)	2.4	184,465(p)	2.3
Trans., comm., & utilities	108,100(p)	0.7	107,600(p)	-0.1
Agriculture	16,300(p)	0.0	16,100(p)	0.4
Govt.—Federal, state, city	190,800(p)	3.0	190,300(p)	2.9
Other	3,300(p)	3.1	3,430(p)	2.9
TRANSPORTATION—Freight car movementNumber	13,289	10.0	36,339	10.4
S. F. Airport—Planes In and Out	20,293(a)	5.3	21,584(b)	3.9
Passengers Off and On	260,942(a)	8.6	549,160(b)	8.2
Air Mail Loaded and Unloaded	3,442,040(a)	19.5	7,009,867(b)	18.3
Air Express Loaded and Unloaded	539,032(a)	-3.6	1,143,758(b)	-11.2
Air Freight Loaded and Unloaded	6,687,871(a)	12.7	13,517,622(b)	17.3
Rail Express Shipments	57,798(a)	-5.2	117,355(b)	-6.7
Truck Movements—S. F. Area	176.9	12.7	161.9	8.4
Out-of-State passenger car entries into No. Calif.	59,177	20.2	145,860	8.9
Out-of-State passengers into No. Calif.	145,997	19.7	348,110	8.4
PORT OF SAN FRANCISCO—Revenue TonsTotal	514,880	12.3	1,379,478	1.5
Coastwise	7,914	29.6	22,645	67.8
Intercoastal	25,667	-23.6	75,927	-8.5
Inland Waterway	201,774	24.9	496,245	-0.2
Foreign	279,525	8.6	784,661	2.5
CARGO VESSELS (San Francisco Bay)Number	425	5.5	1,201	9.2
Arrivals	2,146,869	9.8	5,965,104	12.2
Millions of Registered Tons	1,456,383,400	-3.7	4,605,300,800	-4.7
UTILITIES—Ind. & Comm. Gas SalesCu. Ft.	160	1.3	165	2.5
Elec. Energy Sales, K.W. Hours	157,982,000	1.7	461,554,000	-0.4
Water Consumption—Comm. & Ind.				
NEW DEVELOPMENTSNumber	2,261	17.9	5,632	10.0
Visitor and Newcomer Inquiries	3,198,084	8.3	8,864,327	7.0
Bay Bridge Vehicle Crossings	1,479,476	14.2	4,023,243	10.5
Golden Gate Bridge Vehicle Crossings	3,842	18.3	10,188	6.9
FRUITS & VEGETABLE RECEIPTSCarlots	94,000(a)	11.9	214,000(b)	13.2
LIVESTOCK SLAUGHTER (Insp. Dist.)Number	127.9(c)	2.5		
*S. F. CONSUMER PRICE INDEX—All Items				

* Index Base (1947-1949 Monthly Average = 100); (a) February latest; (b) first 2 months; (c) December 15, 1958 quarter; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

With JIM WARNOCK

THE THIRD ANNUAL BUSINESS TOUR OF ASIA—calling for visits to Pacific Basin countries which are the best trading customers of the San Francisco Bay Area—departed last Sunday and will return May 15, according to Richard Nelson, President of the San Francisco Area World Trade Association, affiliate of the Chamber. Local businessmen making the trip include: J. T. Buckley, Director of Freight Sales, American President Lines; B. M. Lawrence, President, B. M. Lawrence & Co.; Frank E. Feliz, Manager, World Trade Center; George La Roche, Oakland Sales Manager, Pan American World Airways; Madeline Loe, A. A. Oriental Company of Oakland; Arthur Dettner, Jr., Dettner's Printing House; Dwight K. Tripp, III, President, Northern California Thrift Company; and O. C. Hansen, Manager, Frezar & Hansen, Ltd. Tour Leader is James P. Wilson, Manager of the Chamber's World Trade Department. . . .



Emmett Fitzpatrick

EMMETT FITZPATRICK, Assistant General Public Relations Manager, Southern Pacific Company, has been named Chairman of the Down Town Participation Committee of the Pacific Festival by Robert B. Murray, Jr., General Chairman. The festival, a city-wide salute to the states and nations of the Pacific, will take place September 18-27. Fitzpatrick was chairman of the Chamber's Inter-City Section of the Domestic Trade Committee in 1957 and 1958. . . .

LORING K. MACY, Director, Bureau of Foreign Commerce, United States Department of Commerce, discussed the United States' foreign policy Wednesday noon at the world business luncheon meeting of the San Francisco Area World Trade Association of the Chamber at Panelli's Restaurant. . . .

THE INTER-CITY SECTION of the Chamber will rendezvous at Antioch for breakfast with the Antioch Chamber of Commerce Friday, May 8, and cruise up the Sacramento River aboard the Great Golden Fleet to participate in the opening of Miller Park, Sacramento's new boat basin, according to Irving W. Danielson, Section Co-Chairman and Vice President of the Bank of California N. & A. The group will return to San Francisco via chartered bus. . . .

THE SAN FRANCISCO SURFINS floating ballet team annexed first place at the recent Fifth Annual International Academy of Aquatic Art in Chicago, the first time an American team has won such an honor in such a competition. . . .

THE SECOND ANNUAL Community Voluntary Vehicle Safety Check, sponsored by the Chamber and other civic bodies, will be held from noon to 8 p.m. May 19-20 and 21, according to Harry B. Lowden, Chairman and Plant Safety Supervisor of The Pacific Telephone and Telegraph Co. Safety check stations will be established at the Panhandle, the Great Highway, Sunset Boulevard, Harrison Street and Balboa Park. . . .

MORE THAN 700 businessmen and civic leaders are expected to be hosted at San Francisco's 9th Annual Education-Business Day Thursday, April 30, under the sponsorship of the Chamber, the San Francisco Board of Education and the San Francisco Unified School District, according to Gene K. Walker of Gene K. Walker Company, chairman. . . .

CALIFORNIA POLL reveals that 60 per cent of the adult public in the State shows an interest in baseball, compared to 45 per cent in 1947 and 51 per cent in 1957. . . .

NEW MEMBERS OF THE CHAMBER



Paul J. Spengler



Frank A. Birdsall



D. C. Basolio, Jr.



John O'B. Cullen



Mrs. B. Rogers

New members recently added to the Chamber roster include the above (left to right):

Paul J. Spengler, Vice President, *Hiram Walter Incorporated*; Frank A. Birdsall, Vice President and Manager, San Francisco Office, *Gotham-Vladimir Advertising, Inc.*; D. C. Basolio, Jr., President, *Texas Meat Packers, Inc.*; John O'B. Cullen, General Manager, Golden Gate General Office, *New York Life Insurance Company*; and Mrs. B. Rogers, Director, *Martha Howard School of Practical Nursing and Employment Agency*.

San Francisco Quotes—

"There's no question in my mind that San Francisco's KQED is the No. One educational station in the country in terms of its creative contribution."

—**JOHN F. WHITE**
President
National Educational Network
(Quoted by Guy Wright
in the NEWS)

JOE HAUGHEY, Chamber Publicity Department and Editor of Bay Region Business, will have a Domenico Tojetti oil painting in the exhibit of the famed Italian artist's works, Sunday through May 23, in University of San Francisco's Gleeson Library. The painting, one of 13 to be shown, was done in 1882. Tojetti (1817-1892) attained international fame after arriving in San Francisco in 1871. The exhibition marks the centennial of the university's charter. . . .

PACIFIC COAST STOCK EXCHANGE established two new all-time highs in the month of March. The March dollar volume of transactions and the share volume were both the highest of any single month in the history of the exchange, according to George W. Davis, Chairman of the Board. Dollar volume was \$98,127,947, an increase of 100.17 per cent over 1958. . . .

TRAFFIC MANAGERS AND REPRESENTATIVES of more than 1200 department stores and retail outlets in seven Western States will meet at the Western Traffic Conference May 19-21 at the Claremont Hotel in Berkeley. Frederic B. Whitman, President of Western Pacific Railroad, will deliver the keynote address, "The New Transportation Era," at the opening day luncheon, Tuesday, May 19. . . .

THE PUBLIC IS INVITED to attend the 13th Annual San Francisco Public School ROTC Competition tonight, 7:30, Civic Auditorium under the sponsorship of the 91st Infantry Division and 91st Infantry League, according to Stuart D. Menist, Major General, USAR, and Chairman of the Armed Forces Section of the Chamber. . . .

THOMAS R. ROONEY, Managing Director of the International Fair of San Francisco to be founded here in June of 1960, departed last week for a tour of European trade fairs. He will meet with managers of the trade fairs at Milan, Hanover,

Frankfurt, Paris and Goteburg, Sweden. He will also call on the governments of England, Sweden, France, Germany, Italy, Denmark and The Netherlands on behalf of the San Francisco fair. . . .

OFFICIAL OPENING CEREMONIES of the new Paul Masson champagne cellars in Saratoga will take place on Saturday, June 6, according to Otto E. Meyer, newly-elected President of the 107-year old firm. They are believed to be the first ever built in the U. S. for the primary purpose of aging bottle-fermented champagne and were designed by John S. Bolles, A.I.A. . . .

INAUGURATION OF A NEW SUMMER program in "Executive Education" at the University of California at Berkeley, was announced this week by Ewald T. Grather, Dean of the U. C. Graduate School of Business Administration. Limited to thirty top executives nominated by the participating companies, the four-week series of classes and seminars begins June 1. . . .

GEORGE CABROL'S MOTEL DE VILLE, Lombard and Broderick, San Francisco, received American Motel Magazine's "Feature Award" for March for the "T-Formation, Motel Style". . . .

PAUL BRENT, team leader of the U. S. Trade Mission to India, will visit San Francisco April 27-29 and will be available for interview in the S. F. Field Office of the U. S. Department of Commerce, YU 6-3111. . . .

COSMOPOLITAN MAGAZINE devotes nearly fifty pages of its May issue to a special California feature in which San Francisco figures prominently. . . .

THREE TOP EXECUTIVES of Fibreboard Paper Products have been elected vice presidents by the Board of Directors: Mel R. Baruh, George W. Burgess, and Jack H. Grady. . . .

UNIVERSITY OF HAWAII announces the Sixth Advanced Management Program in Hawaii, July 6-August 15. B. M. Harloe is Director. . . .

SAN FRANCISCO STATE COLLEGE will offer a five-day course entitled "The Social Aspects of Advertising" directed toward secondary school teachers of cultural studies and students training for teaching positions. Leading San Francisco advertising and business executives will tell how advertising functions and the part it plays in the economy. . . .

BIG JOB OF ASSISTING with the installation of 922 exhibit booths and making the Cow Palace visually attractive for the 1959 Western Electronic Show and Convention next August 18-21 has been handed to Stuart Co., well-known San Francisco firm with major operations throughout the West. O. H. Brown of Eitel-McCullough, Inc., San Carlos, is show director, and Don Larson is business manager. . . .

E. D. Maloney Chairman Of Annual San Joaquin June "Valley Days"

E. D. Maloney, former Chamber President and a Vice President of The Pacific Telephone & Telegraph Co., has been named Chairman of San Joaquin "Valley Days," to be held in San Francisco June 17-18 by the Inter-City Section of the Chamber.

About 200 civic, business and agricultural leaders are expected to be guests of the Chamber for the two-day junket.

Tours, discussion meetings and entertainment—including an afternoon Giants' baseball game—are on the agenda.

Chamber members will be invited to sponsor one or more guests for the event during the next month.

"While every effort has been made by the Chamber to keep in liaison with the growing northern California communities through Inter-City Section visits, exchange trips and correspondence, 'Valley Days' has been one of the most effective means of furthering cordial and harmonious regional relations," Maloney said.



E. D. Maloney

Chamber Calendar

April 27—YUGOSLAV AGRICULTURAL GROUP—Room 200, Chamber, 10 a.m.

April 27—INVEST IN AMERICA WEEK LUNCHEON—Garden Court, Sheraton-Palace Hotel, 12 noon. Walker L. Cisler, President and Director of The Detroit Edison Company, will speak: "What Makes America Tick?"

April 29—SFAWTA LUNCHEON—San Francisco Room, Fairmont Hotel, 12 noon. **Speaker:** Paul Brent, U. S. Dept. of Commerce.

April 29—DESIGN CENTER LUNCHEON—Commercial Club, 12 noon.

April 30—NINTH ANNUAL EDUCATION-BUSINESS DAY.

May 6—HAWAIIAN AFFAIRS SECTION LUNCHEON—Commercial Club, 12 noon.

May 8—GREAT GOLDEN FLEET—INTER-CITY SECTION—biennial cruise to Sacramento.

San Francisco is headquarters of the world's largest bank and the nation's second most important financial center.

Stand on State Bills—

(Continued from page one)

southern sections of the State. **SUPPORT-ED.**

AB 1565—Provides a State system of aircraft financial responsibility which would bring to aviation the same advantages that have accrued to the citizenry through enactment of the Automobile Financial Responsibility Law. Aircraft operators involved in accidents resulting in death, injury or property damage in excess of \$100 must report the accident and furnish required security. **SUPPORTED.**

AB 435, 511, 697, 739, 745, 746, 822—Workman's compensation and unemployment insurance bills which, among other things, would eliminate provisions in the present law which hold an individual ineligible for unemployment benefits for having left work because of a trade dispute, abolish the unemployment compensation employer's experience-rating system and would repeal the requirement that an unemployed person must seek work in order to continue eligibility for unemployment benefits. On all the bills, **OPPOSED.**

AB 419—A purported union reform measure by which only unions could request an election to decide which of two or more unions should have the right to have its members work for an employer, forcing unionization on disinterested classifications of employees. **OPPOSED.**

AB 144, 1350, 1477 and SB 611—Would eliminate financial responsibility of relatives under the Old Age Security Law and increase old-age assistance payments. On all bills, **OPPOSED.**

S.F. and Bay Area Should be Granted Great Circle Route

"San Francisco and the Bay Area should be granted Great Circle Route air service to Tokyo and points beyond," Charles C. Miller, Manager of the Transportation Department of the Chamber, told the Civil Aeronautics Board during a prehearing of the Trans-Pacific Route Case in Washington, D. C.

Miller will return Thursday, April 30, after hearings involving the Trans-Pacific Route Case, the Pacific Southwest Local Service Case (San Francisco to all points in California and Nevada south of Sacramento and Reno) and the addition of a third N.Y.-S.F. nonstop carrier service case (American Airlines, Inc.)



SAN FRANCISCO'S colorful flag—a symbol of the city's rebirth from the ashes of the 1906 conflagration in the manner of the fabled Egyptian Phoenix—was presented to the Chamber at the eighth annual Insurance Day Luncheon, April 17, at the Commercial Club—marking the 53rd anniversary of the fire and earthquake. Left to right are: A. W. McLorg of Emerson Manufacturing Co. (pioneer firm which presented the flag), Jack H. How, President of the Chamber, and William A. Marcus, retired Senior Vice President of American Trust Company who made the chief address.

Tightening of Standards For Building Inspection Post Urged by Chamber

The position of Superintendent of Building Inspection, soon to be vacated, should be filled by a registered civil engineer or State-licensed architect through a competitive examination, the Board of Directors of the Chamber has recommended to the City and County of San Francisco.

The examination should be based on job standards determined by the Chief Administrative Officer, the Director of Public Works and the Civil Service Commission, the directors said.

The Chamber recommendation resulted from a study of its Technical Projects Committee, William W. Moore of Dames & Moore, Chairman and the Building Code Section, Henry J. Degenkolb of John J. Gould & H. J. Degenkolb (consulting engineers), Chairman.

"With the retirement of present incumbent, Lester Bush, within the next few weeks, it is of vital importance to the construction industry that a highly qualified man be placed in the position," Moore said.

"Proper and efficient administration of our modernized codes, essential to the progress of the City and County of San Francisco, can only be assured by having this position filled by a highly qualified administrator."

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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“World Peace Through World Trade” Theme of Golden Gate Trade Week

“World Peace Through World Trade” is the theme of the 23rd annual World Trade Week, to be celebrated Sunday, May 17, to Saturday, May 23, according to Richard Nelson, President of the San Francisco Area World Trade Association.

“This important week in the civic calendar points up the fact that national security is based on the firm friendship of all countries in the world arising from fair and equitable international trade with advantages to all,” Nelson said. “Such international commerce is necessary for the economic stability and progress of all trading nations as well as for the United States.”



John J. Jacobs



B. Albert Malone

World Trade Week was proclaimed a nationwide event by President Dwight D. Eisenhower.

Highlight of the week will be the World Trade Week Luncheon, Wednesday, May 20, in the Peacock Court of the Mark Hopkins Hotel. T. S. Petersen, President of Standard Oil Company of California, will speak on the theme of the event.

Events include opening day ceremonies at the Marina Green, a Land Transportation Day parade, an Air Cargo Association luncheon, a National Maritime Day luncheon, and an International Ball.

B. Albert Malone, Branch Office Manager, RCA Communications, Inc., is General Chair-



man of the event. John J. Jacobs, States Marine-Isthmian Agency, Inc., is Deputy General Chairman, and Wendell B. Berry, Assistant Cashier, International Banking Department, Crocker-Anglo National Bank, is Finance Chairman.

Other committee chairmen:

Coordination, Henry Keith, Chamber World Trade Department; Displays, Frank Birdsall, Gotham Vladimir Advertising Agency, and John Menndier, Jordon Sheldon International; Publicity, Thomas McCann, Bank of America, Walter Lary, Pacific Intermountain Express, and James D. Warnock and Sut Chalos, Chamber Publicity Department; International Ball, Ted Rausch, World Trade Center, and Harvey Davis, Bank of California; World Trade Week Luncheon, Jacobs; International Aviation Day, Bill Powell, Swissair, and Melvin J. Wood, Alitalia International Airlines; Schools and Education, Robert Langner, Marine Exchange, Ronald Hostetter, Douglas White and James Bowles, San Francisco State College Student World Trade Association; Land Transportation Day, Lou Anzore, Pacific Intermountain Express, and Frank Felix, World Trade Center; Street Decorations, Marvin Silverman, Silverman Printing Co., Dean Worley, California Packing Corp., and William Carroll, Junior Chamber, Coordinator.

Armed Forces Day Luncheon Set May 15

Lieutenant General Charles D. Palmer, Commanding General of the Sixth United States Army, is the chief speaker at May 15 annual Armed Forces Day luncheon, noon, at the San Francisco Commercial Club.

The Chamber and the Commercial Club are sponsors.

Dan E. London, Managing Director of the St. Francis Hotel and Acting President of the Chamber, will preside. Chairman of the day is Stuart D. Menist, Major General, USAR, and Chairman of the Chamber Armed Forces Section.

This event also marks General Palmer's recent nomination for promotion to four star General in preparation for his assignment as Deputy Commander in Chief, United States Command, Europe.



General Palmer

Christopher Lauded for Maintenance Fund Stand

Directors of the Chamber have formally commended Mayor George Christopher for refusing to slash \$2 million in maintenance funds from the 1959-60 City and County Budget.

The Chamber recently urged establishment of a maintenance bureau as a regular service function, pointing out that deferment of necessary repairs inevitably leads to costly bond issues and long-range tax rate increases.

Golden Gate World Trade Week

SCHEDULE OF EVENTS

SUNDAY, MAY 17—Marina Green Inaugural Ceremonies, 2 p.m., folk dancing, bands of foreign societies, etc.

TUESDAY, MAY 19—International Aviation Day. Aviation Breakfast, 7:30 a.m., International Room, Oakland International Airport. Air Cargo Luncheon, noon, English Room, Canterbury Hotel. *Speaker:* Harry A. Carter, Director, Operations Analysis and Market Research, Boeing Airplane Company—“Boeing Looks at International Air Cargo in the Jet Age.”

WEDNESDAY, MAY 20—World Trade Week Luncheon, noon, Peacock Court, Hotel Mark Hopkins. *Speaker:* T. S. Petersen, President, Standard Oil Company of California. *Subject:* “World Peace Through World Trade.”

THURSDAY, MAY 21—Land Transportation Day Parade up Market. California and Montgomery Streets to the City Hall, noon.

FRIDAY, MAY 22—Maritime Day Luncheon, 12:15, Commercial Club. *Speaker:* John J. Allen, Jr., Undersecretary of Commerce.

SATURDAY, MAY 23—International Ball, 9 p.m. to 1 a.m., Rose Room, Sheraton-Palace Hotel (formal dress, by invitation). *Guests of Honor:* the Consular Corps and foreign students.

SPONSORS: San Francisco Area World Trade Association, San Francisco Chamber of Commerce, Junior World Trade Association, San Francisco Junior Chamber of Commerce, San Francisco Traffic Club, San Francisco Air Cargo Association, Oakland World Trade Club.

COOPERATING ORGANIZATIONS: World Trade Center, Propeller Club, Export Managers' Association, Marine Exchange, Northern California Ports and Terminals Bureau, Port of San Francisco, San Francisco State College Student World Trade Association, the City and County of San Francisco.

2nd Annual Voluntary Community Vehicle Safety Check Again Sponsored by Chamber

San Francisco's 2nd annual Voluntary Community Vehicle Safety Check, sponsored by the Chamber, will be held May 19, 20 and 21, according to H. A. Dunker, Chairman of the Traffic Safety & Control Section. San Francisco won a "State Award of Excellence" plaque last May, one of two given in the nation by the Inter-Industry Highway Safety Committee, Washington, D. C. More than 31,000 vehicles were checked here during last year's three-day campaign.

Seven lane-check stations will be set up this year:

Marina Green, St. Francis Yacht Harbor between Fort Mason and the Golden Gate Bridge approach; Treasure Island; Harrison Street, between 25th and 26th Streets; the Panhandle, Golden Gate Park at Masonic Avenue; Balboa Park, San Jose Avenue at Ocean Avenue; the Great Highway, between Fulton Street and Lincoln Way; and Sunset Boulevard, 37th Avenue between Rivera and Pacheco Streets.

"A safety-check such as this one stimulates active and positive participation. The cooperation of community leaders and motorists is bound to make a traffic safety impact on all individuals in the community—just as actual checking of vehicles leads to improved vehicle conditions," Dunker said.

Committee Chairmen and Vice Chairmen:

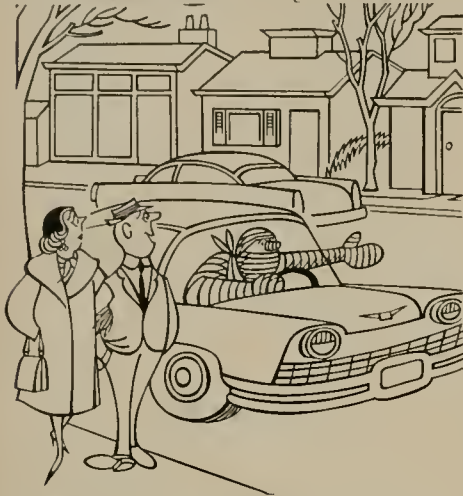
Harry B. Lowden, Plant Safety Supervisor of Pacific Telephone & Telegraph Co., General Chairman; Arthur R. Smith, Safety Supervisor, Pacific Telephone & Telegraph Co., Vice Chairman; George Kasnoff, Driver Education Center, and Glenn Merritt, Pacific Gas & Electric Co., Check Lane Chairman and Vice Chairman; Douglas Fitzgerald, National Automobile Club, and Henry E. Bennett, The Presidio, Employer-Employee; Iver C. Larson, S. F. Chapter National Safety Council, and Pete Gallagher, Shell Oil Company, Public Relations.

L. F. Johnson, Shell Oil Company, and Thomas A. Mulaney, Fihreboard Paper Corp., Records; Ron Frankis, California State Automobile Association, Special Events; Roy Matison, Federal Metals Div., American Smelting & Refining Co., and John H. Brooke, Yellow Cab Company, Finance.

Joseph I. Haughey, Assistant Manager, Publicity Department of the Chamber, will coordinate publicity for the event.

San Francisco leads all other major cities of the nation in per capita income of \$2,555.

More than 200 steamship lines maintain offices at the busy port of San Francisco.



"Notice how much more carefully he's driving now?"

Business Unity Urged On Legislative Front

"Representatives of California business and industrial organizations should meet to discuss the current apparent lack of consideration of their views on legislation affecting the state's economy," according to Jack H. How, President of the San Francisco Chamber.

His statement followed the failure of the following organizations to accomplish modification of the Fair Employment Act which has been signed by the Governor: The California Manufacturers Association, State Chamber, Federated Employers of San Francisco, Los Angeles Chamber, Merchants and Manufacturers Association of Los Angeles, Oakland Chamber and the San Francisco Chamber.

"The history of F.E.P. legislation recently passed proves that the needs of business and industry, vital to the continued economic development of the State, are no longer being considered in the formation of legislation," How said.

Through Adrien J. Falk, highly respected senior statesman of the business community, business and industry offered complete cooperation in the formulation of legislation based on the San Francisco F.E.P. ordinance. This ordinance, eminently fair to all concerned, substitutes conciliation and education for punitive measures.

"Despite many efforts to modify the legislation, the State's largest taxpayers and major sources of its prosperity were unable to make their advice known. As a result the Legislature has passed the harshest act of its type in the country.

"Such meetings between the representatives of business organizations should consider, among many other problems facing the business community because of lack of effective consideration in Sacramento, the long term effects on business of operating under the severest F.E.P. legislation in the nation."

San Francisco Quotes—

"Of course San Francisco is beautiful, but as a true connoisseur of cities, I'll take Los Angeles. Any schnook from Dubuque can look at Paris or London or San Francisco and see they're magnificent, but to find beauty on Melrose Avenue—well—"

—BILLY WILDER, Director,
"Some Like It Hot"
(Quoted by Herb Caen,
San Francisco Chronicle)

Federal Price Controls Legislation Opposed

Directors of the Chamber have voted to oppose U. S. Senate Bill 215 and similar legislation which would establish federal price controls, according to G. L. Fox, general manager. The action followed the recommendation of the Executive and Finance Committees of the Chamber.

The O'Mahoney bill (S. 215) would require certain business firms to notify the Government of price increases 30 days in advance and to justify the proposed increases in public hearings. The Reuss bill (H. R. 6263) would provide for public hearings on price increases.

The O'Mahoney bill would also enable a commission to subpoena books and papers, and compel disclosure of confidential information under threat of severe penalties.

"Supporters of the bill contend that it would affect only a few large companies in concentrated industries," Fox stated. "Indications are, however, that the bill would be much broader in its application. Actually, the bill does not make clear how broad the coverage is, but potentially it could affect thousands of competitive companies of every size."

Award of Progress to United Artists Theatre

Sherrill C. Corwin, President of North Coast Theatre Corporation and Owner of United Artists Theatre, has been presented the Chamber's Award of Progress for recently completing a \$250,000 remodeling program.

The award, announced by Jack H. How, Chamber President, recognizes significant contributions which enhance areas of the city and create new employment.

Recipients are selected by the Business Center Development Committee of the Chamber, of which Everett Kindig is Chairman.

"More than any other city in California, San Francisco continues its development as a core city for entertainment, as well as for finance and industry," Corwin said, upon receiving the award. "That is why we made this investment and that is why the city is selected for an increasing number of premieres of top-ranking films."

Architect for the remodeling project was Carl J. Moeller. Decorators were Tony Heinsbergen, Jr. and H. J. Heinsbergen. Carl John-



AWARD MADE—Left to right are Everett Kindig, Sherrill Corwin, Jack H. How and G. L. Fox.

son was construction Engineer.

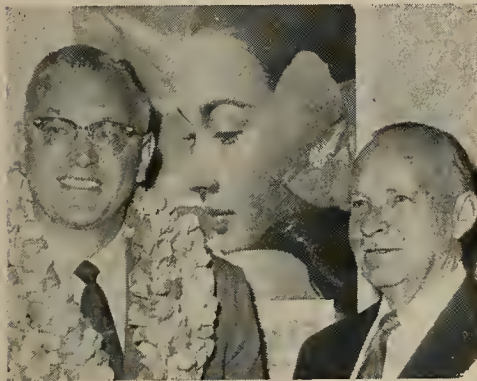
Features of the theatre now include a 50-foot screen which can accommodate any of the new projection processes other than Cinerama and newly designed seats to increase the comfort of patrons.

Hitting the High Spots

With JIM WARNOCK

MORE THAN 50 members of the Chamber Inter-City Section are participating today in the Great Golden Fleet's Antioch-Sacramento biennial cruise, according to Dan E. London, Commodore of the fleet, first vice president of the Chamber and Managing Director of the St. Francis Hotel. Chamber members were to rendezvous for breakfast this morning in Antioch with Antioch Chamber officials. The entire contingent then was to proceed to Miller Park, Sacramento new boat basin, for dedicatory ceremonies. . . .

FREDERIC B. WHITMAN, President of Western Pacific Railroad, will speak on "The New Transportation Era" Tuesday, May 19, in the Claremont Hotel, Berkeley, as more than 1,200 department store and retail outlet traffic managers and representatives convene for the Western Traffic Conference May 19, 20 and 21. . . .



HAWAIIAN HOSPITALITY—J. Dickson Pratt (right), President of the Honolulu Chamber of Commerce, extends an invitation to Bay Region businessmen to explore the trade possibilities of the 50th state through Jack H. How, President of the San Francisco Chamber. How will lead an official Chamber trade tour to the Islands September 26 through October 3.

SAN FRANCISCO, the major traffic generating point on the West Coast, will observe National Transportation Week Sunday through May 16. One of the largest industries in the San Francisco Bay Area, the transportation field includes more than 100 common carrier truck lines servicing San Francisco and points in California and the Western states, more than 600 truck operators with two of the largest transcontinental trucking lines headquartered here; four class I railroads operating more than 27,000 miles of line, with two of the largest transcontinental railroads headquartered here; and 16 major airlines serving San Francisco with two of the biggest airlines in the country having maintenance bases at San Francisco International Airport.

PASSENGER TRAFFIC through San Francisco International Airport increased by 1,437 each day during March, according to Belford Brown, Airport Manager. During the same period airline trips increased an average of 35 per day, the figures representing an increase of 14.4 per cent in passenger volume and 11 per cent in airline schedules.

SAFETY, IT'S JUST PLAIN GOOD BUSINESS is the title of a booklet designed to encourage and show employers the benefits of allowing employees to participate in Red Cross first aid classes. Copies may be obtained by writing to First Aid, San Francisco Red Cross, 1625 Van Ness or by calling PR 6-5100. Many leading San Francisco firms have arranged for their employees to take the free ten hour course. . . .

KENNETH P. PALMER, former General Fireproofing Co. sales representative, has succeeded W. H. Kirkpatrick as field representative of the Membership Relations Department. Kirkpatrick is now with the San Francisco Redevelopment Agency. . . .

SIXTH ANNUAL SENIOR CITIZEN Hobby Show has been scheduled for May 18-23 in the auditorium of the downtown Emporium, according to Walter A. Haas, President of the Recreation and Park Commission. Sponsors are the Recreation and Park Department, the Chamber, San Francisco Public Library, Adult Education Division, Labor Council and the Emporium. . . .

LEWIS M. HOLLAND, Industrial Department Manager, is scheduled to return Sunday from his three-week trek East where he interviewed about 30 industrialists interested in locating projects in the San Francisco Area. Holland conferred with industrialists in Chicago, Cleveland, New England, New Jersey, New York, Philadelphia and Pittsburgh. . . .

CONFERENCE ON LABOR RELATIONS and Arbitration will be presented by the Institute of Industrial Relations, University of California, and University Extension on May 25 and 26 at the Sheraton-Palace Hotel. Cooperating are the California Metal Trades Assn., California State Federation of Labor, Central Labor Council of Alameda County, Contra Costa County Central Labor Council, Distributors Assn., Federated Employers of San Francisco, San Francisco Employers Council, San Mateo Central Labor Council, and United Employers, Inc. Reservations at Department of Conferences, University Extension, Berkeley. . . .

WESTERN AIR LINES has been selected by the American Institute of Management as one of the 500 best-managed companies in the U. S., Canada and Europe. Top-ranking company on this year's A.I.M. honor roll was the American Telephone & Telegraph Co., followed by E. I. du Pont de Nemours & Co. and the Eastman Kodak Co. . . .

PORT OF SAN FRANCISCO vessel departures in May will total 146 passenger liners and freighters bound for 191 other world ports of call. Approximately 4500 ships a year visit San Francisco Bay. . . .

MERCHANT SHIPPING ON A SEA OF RED TAPE has been published by the Marine Exchange, Pacific American Steamship Assn., and Pacific Foreign Trade Steamship Assn. in cooperation with the School of World Business of San Francisco State College. The two year study recommends means of ship documentation simplification to achieve cost-cutting in operations. . . .

COMMUNITY-WIDE CORPS OF VOLUNTEERS is soliciting merchandise and services from leading distributors, manufacturers and retailers for next month's Fifth Annual Television Auction for the benefit of KQED, according to W. P. Fuller Brawner, Chairman of the Board of Directors of the Bay Area Education Television Association. . . .

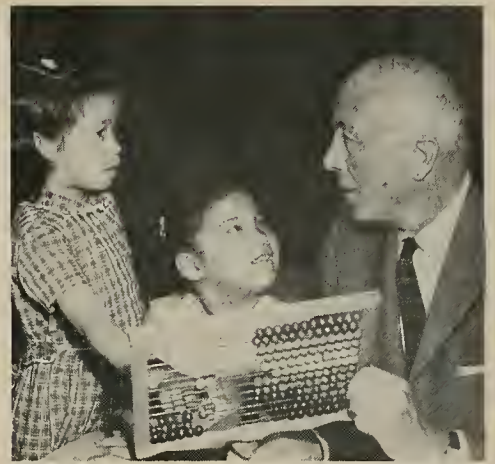
MOTORLAND, publication of the California State Automobile Association, features outstanding articles on San Francisco and the Bay Area in its May-June issue, including a painting by Bruce Butte, sketches by John Baldwin, and color photography by Tom Moulin, John Atkinson, and Hal Roth. . . .

CONTRA COSTA BUSINESS AND INDUSTRIAL OUTLOOK Symposium, first annual event co-sponsored by the Contra Costa County Development and Contra Costa Junior College at Diablo Country Club on April 29, featured 17 experts on community development, including G. L. Fox, General Manager of the Chamber, who covered factory location. Dinner speaker was Howard G. Vesper, President and Director, Standard Oil Company of California Western Operations, Inc. . . .

State Economic Development Agency "Not Necessary"

A State economic development agency is not necessary for California, according to the Board of Directors of the Chamber.

State Senate Bill No. 43, which would set up the agency in the Department of Finance, was opposed by the Chamber Directors following recommendations of its Industrial Development Committee, Marketing & Sales Promotion Committee and Tax Section.



MORE THAN 800 San Francisco businessmen visited San Francisco public and parochial schools during the ninth annual Education-Business Day, sponsored by the Chamber. At Commodore Stockton School First Graders May Gung and Frances Hoey showed Gene K. Walker, Chairman of the event, how to manipulate a modern adaptation of the ancient abacus used in teaching arithmetic.

SMALL BUSINESS OWNERS will hold their second annual Small Business Section Roundtable Tuesday, 11 a.m., in Room 100 of the Chamber, according to Sidney H. Keil, Manager of the Domestic Trade Department. At the panel meeting in April, Chet Patterson of Patterson & Hall, leading illustrators and typographers, said: "San Francisco has one of the largest pools of creative talent in the United States. However, the services of this talent are being bypassed because the selection of artists and related services usually remains in the Eastern head office and not in local branch or district offices". . . .

"AIR CURRENTS, highly informative and excellently edited monthly publication of the Bay Area Air Pollution Control District, has opened an intensive campaign to increase its free circulation among civic-minded industrialists and businessmen of the San Francisco Bay Area, according to Chatham Forbes, editor of the publication and Director of Public Information and Education of the BAAPCD. Offices are located at 1480 Mission Street, San Francisco 3, KLondike 2-1300. . . .



WELCOMING A 70,000 SQ. FT. ADDITION to Ducommun Metals & Supply Co., Berkeley, representing a total investment of \$1,500,000, last week were John Holstrom, Chief of Police, Berkeley; G. L. Fox, General Manager of the Chamber; John Phillips, City Manager, Berkeley; and Ken Moeller, Industrial Manager, Oakland Chamber of Commerce. Among Ducommun officials present were Charles E. Ducommun, President, and Joseph W. Rabb, Manager of the Berkeley plant. Similar facilities for warehousing, processing and distributing carbon steel products are maintained by the company in Los Angeles, San Diego, Phoenix and Seattle. The A. J. Glesener Company, San Francisco, is a subsidiary.

Aviation Fuel Tax Bill Approved by the Chamber

Chamber directors have approved in principle two bills now before the State Legislature:

SB 789—allocation of funds derived from taxes paid on aviation fuel to airport and aviation development: recommended by the Aviation Section, O. Kenneth Pryor, Price Waterhouse & Company, Chairman.

AB 97—establishment of a commission on state organization and economy: recommended by the Legislative & National Affairs section.

Chamber Now 109 Years Old



CHAMBER REPRESENTATIVES attended ceremonies marking completion of the transcontinental railroad in Promontory, Utah in 1869. The 90th anniversary will be marked at a luncheon sponsored by Society of California Pioneers on May 19 in the Rose Room of the Sheraton-Palace Hotel. D. J. Russell, President of Southern Pacific, and Arthur Stoddard, President of Union Pacific, will be speakers. N. Loyall McLaren is Chairman. Reservations at UN 1-5278.

Chamber Calendar

May 8—**GREAT GOLDEN FLEET & INTER-CITY SECTION** biennial cruise to Antioch and Sacramento.

May 11—**VALLEY DAYS COMMITTEE**—Commercial Club, 12 noon.

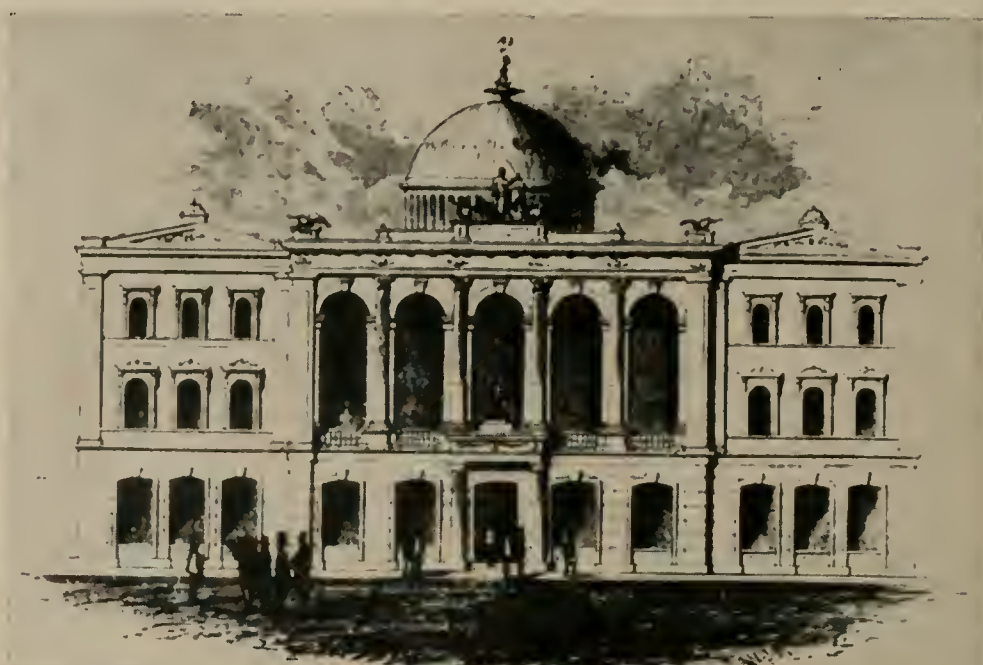
May 12—**AGRICULTURAL COMMITTEE**—Empire Room, Fairmont Hotel, 12 noon. Speaker: Robert Chamberlain, President, United Farm Agency, Inc.

May 12 — **VOLUNTARY COMMUNITY VEHICLE SAFETY-CHECK** Chairman, Vice Chairman and Lane Captains—Room 200, Chamber, 10:30 a.m.

May 12—**SMALL BUSINESS ROUNDTABLE**—1st floor conference room, Chamber, 11 a.m.

May 13—**JOINT MEETING OF MASS TRANSIT, REGIONAL PROBLEMS & STREET, HIGHWAY & BRIDGE SECTIONS**—Room 200, Chamber, 3 p.m. Agenda: Bay Area Rapid Transit.

May 15—**ARMED FORCES DAY LUNCHEON**—Commercial Club, 12:15 p.m. Speaker: Lt. Gen. Charles D. Palmer, USA.



EARLY MEETINGS of the Chamber were held at the Merchants' Exchange Building (above) on Battery Street where William Hooper was elected first president May 9, 1850. The building became a courthouse shortly after and the Merchants' Exchange and Chamber moved to Sacramento Street.

★ ★ ★ ★ ★

The San Francisco Chamber of Commerce, oldest Chamber in the West, will be 109 years old tomorrow.

According to an early chronicler of San Francisco history, the "Year of Grace 1850 saw the birth of the Chamber which may be said to have been incarnated first by the crying necessity of the hour."

"Instituted before California achieved statehood, the Chamber has been intimately connected with civic welfare and the expansion and development of commerce, industry and business in San Francisco almost since the beginning of the city's history," Jack H. How, President of the Chamber, declared.

"As the senior commercial body of the Pacific Coast, the Chamber has been and must always be responsive to the significant problems and opportunities intertwined with the development of the city," How added.

The first recorded interest in the formation of the Chamber came in a notice in the San Francisco **ALTA CALIFORNIA**, August, 1849, announcing a meeting at the old schoolhouse on the plaza. One of the first officials of the Chamber was Samuel Brannan, leader of the 1846 Mormon immigration to San Francisco who started the city's first newspaper, the **CALIFORNIA STAR**.

Other original officials included Gabriel B. Post, later a state senator; Talbot H. Green, a candidate for mayor in 1851; and J. W. Os-

borne, credited with being the first fruit grower in Napa Valley.

The day the Chamber was officially organized also was the day the city's civil government was first formed, according to Colville's Directory of 1856.

Bay Underwater Tube Approved by Chamber

Passage of enabling legislation for an underwater tube connecting San Francisco and Alameda County has been favored by the Chamber, according to G. L. Fox, general manager.

The Chamber's support was pledged in a letter from Fox to John M. Peirce, general manager of the Rapid Transit District.

"The Chamber advocates the enactment of such legislation, in principle, as embodied in Senate Bill 519, whereby the state of California would finance and construct the tube," Fox wrote.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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Circulation: 9,000 this issue

BAY REGION

SAN FRANCISCO CHAMBER OF COMMERCE



BUSINESS

VOLUME 16 • NUMBER 11 • MAY 22, 1959



TOUR HEADQUARTERS: Air-conditioned, 14 story Ocean Tower of the Hawaiian Village Hotel.

Join San Francisco business executives and their wives on a tour of our 50th State sponsored by the San Francisco Chamber of Commerce, September 6 to October 4, 1959.

(Details on page 2)

Join San Francisco Business executives and their wives in this tour of our 50th State—sponsored by Your Chamber

September 26 to October 1, 1959

Your hosts:

Governor of Hawaii, the Honolulu Chamber of Commerce and Hawaiian business.

Representatives of "outer island" chambers of commerce and industry will join in an "All Islands" lunch.

Ample time is planned for the conduct of company business plus exotic Hawaiian entertainment.

TRADE DEVELOPMENT TOUR ITINERARY

Mon.	Sept. 21	SS Lurline sails from Los Angeles.
Sat.	Sept. 26	SS Lurline arrives Honolulu.
		United Airlines flight departs from San Francisco in morning and arrives in late afternoon.
		Aloha greetings for ship and air arrivals by civic officials.
		Balance of this day for leisure.
Sun.	Sept. 27	This day for leisure, recreation at Waikiki Beach. Luau at Hawaiian Village Hotel in evening.
Mon.	Sept. 28	Official Welcome Meeting.
	9:30 AM-	Greetings from Governor of new State of Hawaii and President of Honolulu Chamber of Commerce.
	10:30 AM-	
	10:45 AM-	Panel discussion and Trade Development Conference.
	12:00 Noon	Special membership luncheon of the Chamber of Commerce of Honolulu, honoring the San Francisco Hawaiian Trade Development Delegation.
		Special luncheon honoring wives of San Francisco delegation at the Oahu Country Club.
		Afternoon for business or recreation.
Tues.	Sept. 29	Visit by San Francisco delegation to selected Island firms to obtain first-hand information concerning trade opportunities.
	9:00 AM-	
	11:30 AM	Fashion show lunch for ladies.
		Afternoon: Optional visit to Hawaiian Pineapple Company properties.
Wed.	Sept. 30	Summary conference. Review of problems brought out of the Conference by representatives of both the San Francisco and Honolulu Chambers. Representatives of chambers of commerce from Hawaii, Maui, and Kauai will be invited to attend this session.
	10 AM	
	12 Noon	"All Islands" Lunch.
	2:30 PM	Leave hotel for tour of Pearl Harbor. Arrive back at hotel about 5:30 P.M.
		Optional Side Trips
		1. To Kauai for 2 days, 1 night \$ 70
		2. To Maui and Hawaii for 3 days, 2 nights \$105
		3. To Hana Maui for 3 days, 2 nights \$ 55
Thurs.	Oct. 1	This day for business or recreation.
Fri.	Oct. 2	This day for business or recreation.
	5:30-	Reception for Hawaiian hosts by San Francisco Trade Development Tour Delegation. Dinner and dancing to follow.
	7:30 PM	
Sat.	Oct. 3	SS Matsonia sails at 4:00 P.M.
Sun.	Oct. 4	Return flights by Pan American World Airways. Leave in morning, arriving San Francisco in evening, or leaving in evening and arriving following morning.

Thurs.	Oct. 8	SS Matsonia arrives San Francisco.
Transportation:		
Sat.	Sept. 26	Outward via United Air Lines Mainliner.
Sun.	Oct. 4	Return via Pan American World Airways Clipper.

OR

Mon.	Sept. 21	Sail aboard luxury liner SS Lurline.
Sat.	Oct. 3	Return aboard SS Matsonia, arriving San Francisco on October 8.

The following Travel Agencies, members of the San Francisco Chamber of Commerce, are particularly interested in Hawaii, and can assist you with your plans:

Albertsen Cruise Tours	26 O'Farrell St.	YU 2-2552
American Express Company	253 Post St.	EX 2-1083
Paul Browne Associates	130 Maiden Lane	YU 2-3072
Carvalho Travel Agency	30 Davis St.	EX 2-2296
Don-Em Travel Center	68 Post St.	SU 1-6717
Douglas Travel Service	323 Geary St.	YU 2-7984
Empire Travel Service	1112 Market St.	KL 2-3811
Gelston Judah Travel Advisors	212 Stockton St.	SU 1-7080
Haley Corporation, The	235 Montgomery St.	EX 7-0090
Lerios, Andrew W. Co., Inc.	133 Montgomery St.	YU 2-7105
Lundy Travel Bureau	210 Post St.	EX 2-1594
Mins Travel Center	133 O'Farrell St.	YU 2-5867
Tower Travel Bureau	220 Montgomery St.	DO 2-6772

Tour Costs:

Tourist air roundtrip	\$435
(Add \$72 for first class air roundtrip)	
Tourist air outbound, return Matsonia	\$665
(Add \$45 for first class air outbound)	
Roundtrip steamer	\$815
Twin bedded room at Hawaiian Village for period indicated, including 3 1/2% Territorial Tax. (Based on two people sharing room.) Rates quoted for other hotels on request.	

Consult your Travel Agent, or sign and return the coupon for your reservation, or telephone EXbrook 2-4511, Ext. 72, for additional information.

HAWAIIAN TRADE DEVELOPMENT TOUR San Francisco Chamber of Commerce 333 Pine St., San Francisco 4

Name _____

Address _____

Firm _____

Phone _____

Number in Party _____

Reservations Desired:

☐ Roundtrip Air ☐ One Way Air, One Way Steamer ☐ Roundtrip Steamer

Special Remarks: _____

Official Application blank will be sent you, including details of steamer accommodations, optional outer-island tours, etc.)

'Bay Region Industrial Expansion To Continue Record Level'; Holland

Industrial expansion in the San Francisco Bay Region will continue at a record level this year, according to Lewis M. Holland, Manager of the Industrial Department, who recently completed a three-week tour of the East. Holland's tour, an annual Chamber project, included visits to 25 industrial prospects in New Haven, New York, Camden, Philadelphia, Lancaster, Pittsburgh, Cleveland, Toledo and Chicago.

"Potential investments by these companies run into many millions of dollars and several thousand jobs," Holland said. "Favorable action by at least half of them is expected during the coming year."

The companies were a select list of prospects who had shown a particular interest in major capital investments in the Bay Region during the past year, including firms in industrial and agricultural chemicals, pharmaceuticals and cosmetics, electronics and missile research, fabricated metals, electrical appliances, cotton textiles and flat glass.

Holland also attended the annual meeting in Montreal of the American Industrial Development Council, of which he is a Director.



Lewis M. Holland

Citywide Motor Vehicle Safety Check Expected To Top 1958 Total

When all the tabulations have been completed, this year's three-day voluntary motor vehicle safety check, sponsored by the Chamber, "will, by far, have topped last year's highly gratifying results," according to H. A. Dunker, Chairman of the Chamber Traffic Safety & Control Section.

Up until press time Wednesday, the third day of the citywide operation, nearly 20,000 vehicles had been checked in six lanes set up throughout the city, and by 25 firms, according to Dunker.

Last year San Francisco was awarded a plaque of excellence, one of two bestowed throughout the nation by the Inter-Industry Highway Safety committee in Washington, D. C. Over 31,000 vehicles were checked in that campaign, the first time this city ever participated.

"Last year 80 persons were killed in San Francisco because of traffic accidents," Dunker said. "Total accidents cost local citizens nearly \$11 million in 1958."

"The major objective of our campaign was and is to cut down the number of those listed in the 'luckless legion' of the dead and injured."

"If this combined effort involving various committees and sections of the Chamber, civic bodies, commercial and industrial organizations—can have averted one death or even one injury, it will have been well worth it."

Group agencies cooperating with the Chamber in the citywide motor vehicle check:

Allstate Insurance Company, American Society of Safety Engineers, American Smelting and Refining Company, Boy Scouts of America, California Division of Highways, California Highway Patrol, California State Automobile Insurance Association, Gaby-Wide Car Club Council, Braxer Education Center, Golden State Company, Edcorboard Paper Products, Foster & Kleiser Company, Industrial Indemnity Company, Michael's Service Station, Motor Car Dealers Association, National Automobile Club, Pacific Car & Electric Company, Pacific Telephone & Telegraph Company.

San Francisco Junior Chamber of Commerce, San Francisco Chapter National Safety Council, San Francisco Department of Public Works, San Francisco Public Utilities Commission, San Francisco public, parochial and private schools, San Francisco Police Department, San Francisco Municipal Railway, Shell Oil Company, Standard Oil Company of California, Tire Dealers Association, United States Navy, United States Army, United Parcel Service, Veterans of Safety, the Yellow Cab Company and many other firms and organizations.

Check lanes were set up at the Marina Green, the Panhandle, the Great Highway (between Fulton Street and Lincoln Way), Sunset Boulevard (37th Avenue between Rivera and Pacheco Streets), Harrison Street (between 24th and 26th Streets), and Balboa Park (San Jose at Ocean Avenue).

More than 40 deep water piers and berthing capacity for 103 vessels make the Port of San Francisco an ideal harbor for import and export business.



CABLE CAR CONTRACTING—Contractors Rothschild, Raffin & Weirick use an old San Francisco cable car as "on-the-job field headquarters" for construction work. Robert B. Rothschild, Jr. (right) head of the contracting firm, reviews remodeling plans with Sommer & Kaufmann's Executive Vice President Frank Brandon aboard the cable car parked on the Ellis Street side of the shoe sales firm, Remodeling of Sommer & Kaufman's store is an RR & W project.

Aircraft Tax Bill Is Opposed by Directors

Directors of the Chamber have voted to oppose State legislation which would prevent county assessors from levying personal property taxes on aircraft operating in California and would substitute license fees imposed by the California Aeronautics Commission.

"Senate Bill 582 would largely duplicate activities of the Federal Aeronautics Authority, which already registers and licenses planes," Dan E. London, acting President of the Chamber commented. "The bill would add unnecessarily to the size and cost of State government, increase the cost of operating private planes, and discourage private flying," he added.

The action followed study and recommendation of the Aviation Section, of which O. Kenneth Pryor is Chairman, and the Tax Section, of which E. V. Donovan is Chairman.

Chamber Directors also opposed Senate Bill 139 which would prohibit land zoned and used for airport purposes from being assessed on the basis of values that would apply were the land being put to higher use. "The exemption of land from assessment at practical values would weaken the tax base and necessitate higher taxes on other property owners," Donovan said.

San Francisco Quotes—

"In all my travels I have never seen the hospitality of San Francisco equalled anywhere in the world."

—CONRAD HILTON

Construction Contract Urged for Shipyard

Awarding of a contract for the construction of three vessels for American Mail Lines to Todd Shipyards Corporation of San Pedro has been urged by the Chamber, according to G. L. Fox, General Manager.

"In behalf of national defense through maintenance and operation of West Coast shipyards, the Chamber has long been familiar with the intent of the National Maritime Act and particularly Section 502," Fox stated in a wire to Clarence G. Morse, Chairman of the Federal Maritime Board, Washington, D. C. "Award to Todd would win widespread approval."

Section 502 provides for a six per cent differential in bids on ships by West Coast companies in order to keep shipbuilding active on both coasts. Fox stated, Todd bid \$11,979,947 on each vessel. Newport News Shipbuilding and Drydock Co. made the annual apparent low bid of \$11,450,000 for each vessel.

The ships to be built are basically the Mariner type.

Wilson Returns From Asia Business Tour

James P. Wilson, Manager of the World Trade Department, and other members of the Asia Business Development Tour sponsored by the San Francisco Area World Trade Association returned this week after visiting the Philippines, Hong Kong and Japan.

A total of 200 steamship lines, serving 303 world ports, have offices in San Francisco.

Hitting the High Spots

With JIM WARNOCK

COMPLETION of a \$2,000,000 expansion of facilities at Kaiser Steel's Fabricating Division plant at Napa has been announced by Ernest L. Hsley, Vice President and General Manager of the Napa and Pittsburg operations of the Kaiser Steel Fabricating Division.

WILLIAM P. SCOTT, JR. has been elected President of the Mechanical Contractors Association of America. He is senior partner in the mechanical contracting firm of Scott Co. of San Francisco and Los Angeles.

"REDEVELOPMENT AND THE RETAILER" was the subject of a panel discussion on Wednesday at the directors meeting of the Retail Merchants Association, Chamber affiliate, at the Press Club. Participants included Eugene R. Jordan of the S. F. Redevelopment Agency; Lawrence Lachey, President of the S. F. Planning & Housing Association; and Don DeLone, Public Relations Director of the San Francisco Port Authority.

THIRTY-SIX SMALL BUSINESS OWNERS and managers have completed San Francisco State College's first administrative management seminar held this spring at the college's Downtown Center. Under the sponsorship of the Chamber and the Small Business Administration, a second course will be conducted in September and a third one in the spring next year, according to Major General Henry P. McKenzie, USS (Ret.) Coordinator.

BOTH HOUSES OF THE STATE LEGISLATURE have approved a 99-year lease bill to allow the San Francisco Port Authority to push ahead with the "Embarcadero City." The enabling legislation was introduced by Senator J. Eugene McAteer and passed unanimously on the floor of the Senate and Assembly.

WILSON MEYER, President of the 109-year-old firm of Wilson & Geo. Meyer & Co., has received the Knight's Cross, First Class, of the Royal Order of St. Olav from King Olav V of Norway in recognition of building closer Norwegian-American relations on the Pacific Coast over a period of many years. The decoration was presented on behalf of the king by Georg K. Thestrup, acting Consul General of Norway in San Francisco.

PANORAMA OF SAN FRANCISCO, new mural by Michel Kady, has been unveiled by Norris Beggs and Simpson in the main office of the real estate firm at 243 Kearny Street.

GENEVA OLSON, secretary to W. P. Fuller III, Vice President of W. P. Fuller & Co., has been elected President of Executive Secretaries, Inc. at the annual convention of the organization in Denver.

IN COMMEMORATION of Golden Gate World Trade Week, the Post Office has issued an eight-cent maroon stamp with a global symbol and laurel wreath dominating the design.

SCOTLAND'S FAMED DUNDEE soccer team will play the Northern California A-Stars Wednesday, June 3, at Kezar Stadium. Matthew J. Boxer, General Chairman of the California Soccer Football Association and San Francisco Soccer League, and a Director of the Retail Merchants Association has announced a U. S. National Team will play the A-Stars Sunday at Balboa Soccer Stadium.

A FEATURE of the forthcoming Pacific Festival will be the Golden Gate Golf Championships September 21-22, sponsored by the PGA and the Golden Gate Chamber of Commerce. A group of Northern California businessmen, more than 70 standing pros will compete, including Sam Snead, Sammy Sneed, Byron Nelson and Kenny Ventur. \$45,000 in prize money is the lure.

NEW MEMBERS OF THE CHAMBER



David H. Walker, III George Cabrol Alfred T. Palmer Peter A. Murray Vicki Armstrong

New members recently added to the Chamber roster include (left to right): David H. Walker, III, Partner, *David H. Walker Co.*, Consultants, and Director, *Allied Trust Fund Administration, Inc.* (Consultants and Administrators for Employee Benefit Programs); George Cabrol, Partner, *Rancho Lombard Motel and Hotel Deville*; Alfred T. Palmer, President, *Alfred T. Palmer Productions*; Peter A. Murray, West Coast Regional Sales Manager, *Irish Air Lines*; and Vicki Armstrong, Regional Manager, *Hearthstone Insurance Company of Massachusetts*.

SAN FRANCISCO'S jump from 6th place to 4th place, over Boston and Philadelphia, in American tourism emphasizes the city's growing international importance and its recent spectacular development, according to Rowland H. Wilford, Central Pacific area director of the American Society of Travel Agents.



Ransom Cook

man was elected Executive Vice President, and Stuart A. Heatley was elected Senior Vice President.

RUTH ROGERS has been named Women's Travel and Fashion Consultant by Matson Lines to advise passengers what to wear on a cruise.

J. G. MOTHERAL, Vice President and San Francisco Manager of Batten, Barton, Durstine & Osborn, and a Director of the Chamber in 1954, 1955 and 1956 has been elected President of the San Francisco Advertising Club. Hugh D. Smith, Vice President and West Coast Sales Manager of Outdoor Advertising, Inc. was elected Vice President. Mrs. Mildred Sutton, Advertising Manager of the American Binder Company of California, was elected Secretary. Harry F. Borden, President of Borden Printing & Lithography Company, was re-elected Treasurer.



J. G. Motheral

NATIONAL CONFERENCE of Christians and Jews, the nation's oldest organization in the field of building better human relations, will hold a '25-30' anniversary dinner at the Fairmont Hotel on May 26, marking the 30th national anniversary and 25th milestone of the San Francisco chapter.

TWO NEW SOUND AND COLOR FILMS have been completed for the Wine Advisory Board and are available for viewing. They are "Of Time and the Vine" and "Heritage of the Vine."

City Dweller Major Factor in Booming Country Real Estate

City dwellers—especially those in northern California—have become a major factor in the record country real estate boom. Robert M. Chamberlain, President of the United Farm Agency, told the Agricultural Committee of the Chamber during a luncheon recently at the Fairmont Hotel.

Chamberlain, one of the nation's top brokers, said that city dwellers now exert far more influence on the buying and selling of agricultural acreages than does the farmer. Between 1950 and 1958, farm population dropped by nearly 17 per cent and 15 states (except the three on the Pacific Coast) lost farm population. While 1.4 million persons were giving up farming each year, more than a half-million moved from urban to farm residences.

California land prices have soared since the war and the forecast is for even greater increases as the population continues to rise at a record rate.

Chamberlain said about the only farmers buying rural real estate today are those who wish to expand their holdings and take further advantage of farm mechanization.

"Within our company alone," he said, "we handled more than \$10 million in country real estate during the first quarter of 1959 and

(Turn to page six)

Grain Export \$38 Million

California's rich agricultural area—particularly the San Joaquin and Sacramento valleys—and the Bay Area's leadership in the field of world trade, have made grain export a major factor in the continued growth of the Port of San Francisco. The export of rice, barley and rye amounted to better than \$38.6 million in 1957.

Last year more than 382,300 freight cars rolled through the San Francisco-Oakland Switching District.

World trade topped the billion dollar mark again last year in the San Francisco Customs District.

"Survival of Free Nations Depends on Freedom of World Trade"

"Our survival as a free people depends on the way in which we are willing to accept freedom of trade, nothing less," T. S. Petersen, President of Standard Oil Company of California, told guests at the luncheon Wednesday in the Hotel Mark Hopkins highlighting Golden Gate World Trade Week.

"Businessmen must be bold, indeed, much bolder than we have been, in venturing risk capital in foreign operations," he continued.

"We have far more to gain from foreign trade and prosperity of other free nations than we have to lose from the relatively small increase of foreign competition that might result from generally freer trade," he stressed.

"Nations which have learned most readily to accommodate themselves to the growing and changing economic needs of other nations have prospered thereby; the historic record of mankind shows this.

"Our own experience in the desperate efforts of the last three decades to defeat totalitarianism has reinforced this lesson. World peace can and must be made more secure through freer and wider world trade."



George T. Petersen

Arbitration is conducted under the rules and regulations of the Foreign Commerce Association of the Chamber.

The Chamber's World Trade Department also performs the service of certifying overseas shipping documents, particularly export invoices for firms engaged in international business.

The service was originated in order that importers in certain foreign countries can enjoy the privileges of a lower rate of duty on certain commodities that are grown, produced, or manufactured by the U. S. under reciprocal trade agreements with foreign countries.

An average of 40 to 60 certificates of origin are processed each day in the Chamber's World Trade Department.

Another service of the Chamber in its promotion of world trade is offered by its Transportation Department which attempts to assure competitive rates and tariffs for San Francisco.

Unfair rates and practices are constantly opposed by the Transportation Department, which also works, in cooperation with the World Trade Department, for better transportation to the bay area by land, sea and air, and for the terminals and storage facilities to handle the goods, passengers, and services of the carriers.

The Research Department of the Chamber supplements other activities in relation to the

many phases of world trade promotion, by servicing the land, sea and air shipping trades and other interested groups and organizations with background and reference materials. It also maintains an extensive file of materials on land, sea and air commerce, including many publications of the U. S. Department of Commerce, of which the Chamber of Commerce is a cooperative office.

Through its various departments and activities, the Chamber constantly promotes world trade, its traditional roles since the days of the Clipper ships.

Chamber leadership has done much to make American business and industry more "world-minded." An example of such leadership was the formulation of the principles of the Reciprocal Trade Act in 1930 by the late Dr. Henry F. Grady, then the Chamber World Trade Department manager.

Adopted by Congress in 1932 and repeatedly renewed since then, this act has done much to work toward "world peace through world trade."



Dr. Henry F. Grady

FEDERAL SPENDING

Efforts by Congress to Balance Income and Expense of Government Lauded by Chamber

Directors of the Chamber have voted to commend Congress on its efforts "to maintain a sensible balance between government income and expense," and have urged Congress "to continue prudent, statesmanlike practices toward that end," according to Dan E. London, acting President.

The Directors also reaffirmed the Chamber's basic policy on Federal spending by urging Congress to:

- establish a moratorium on new or increased spending proposals insofar as consistent with national security;
- return to the states and local governments the many activities and responsibilities that can be performed as well locally;
- extend current efforts to eliminate or curtail government enterprises in competition with private enterprise; and
- adopt a realistic long-range program for the reduction of the public debt.

The action followed the recommendation of the Tax Section, of which E. V. Donovan is chairman.

"Although under pressure to enact huge spending bills that would add astronomically to the Federal debt, Congress generally has shown a resistance to these pressures and a commendable awareness of the need for economy in government," Donovan stated.

"Unless these efforts prevail, a quickening of inflation and the perpetuation of tax inequities and burdensome taxes will seriously erode the nation's economy.

"Examples of spending bills that are still pending each bearing dollar amounts well beyond balanced budget levels are seen in legislation that would provide \$11.4 billion in Federal subsidies for education and a \$1 billion proposal to finance local public works. Congress should be encouraged to act in accordance with these policies in dealing with these and other appropriation measures."

International Ball Set Tomorrow Night

Climaxing Golden Gate World Trade Week will be the invitational International Ball tomorrow, 9 p.m. to 1 a.m., in the Gold Room of the Sheraton-Palmer Hotel.

Sponsors are the Junior World Trade Association and the Junior Chamber of Commerce.

Guests of honor will be the consular corps and the foreign students enrolled in Bay Area schools.

Ted Rausch of Ted L. Rausch Co. and Harvey Davis of the Bank of California are co-chairmen.



Richard Nelson

In its constant endeavor to expand world commerce by promoting world trade the Chamber pursues many promotional and educational activities and services. Richard Nelson, SFAWA President pointed out.

The Chamber's World Trade Department and the Chamber's World Trade Association, directly and indirectly promote world trade through such media as overseas mailings, an international bulletin, the promotion of Golden Gate World Trade Week, assistance to, and reception of, foreign visitors interested in trade and the promotion of trade development conferences and tours.

Two of the most important functions of the Chamber in connection with world trade activities are commercial arbitration facilities and the certification of documents.

Commercial arbitration facilities—a type of "international small claims court"—is under the jurisdiction of the Chamber's Arbitration Committee.

Trade disputes are regularly dealt with on an informal basis. Equitable settlements are made whenever possible.

The cable car was invented in San Francisco in 1873 by Andrew S. Hallidie, who couldn't bear to see horses struggling up the city's steep hills.

"No New Taxation" Campaign Slated

A letter-writing campaign to Assemblymen and State Senators requesting no new taxes, is being urged by Chamber Directors.

"Senators and Assemblymen should receive expressions of support from the public and members of the business community for their efforts to hold down State spending and avoid increased taxation," E. V. Donovan, Chairman of the Tax Section, reported.

"California already ranks among the most heavily taxed States in the U. S.

"Creation of new surpluses through excessive taxation will lead in turn toward the creation of new bureaus and the further expansion of State government, already among the most heavily staffed in the nation.

"Because of the current business upswing, there is strong indication that California will realize some \$25 million more in tax revenue than was anticipated when the program for new taxes now before the Legislature, was first proposed," Donovan said.

City Dweller Major Factor in Booming Country Real Estate

(Continued from page four)

more than \$3 million of that was in California—just one of the 17 states in which we operate. That first quarter figure was a 54 per cent increase over the previous record the first quarter of 1958."

Chamberlain said the majority of farms sold by United in this period went to city dwellers and in northern California almost 90 per cent of the sales were in this category.

He said the "hottest areas" today are the Sierra foothills and the coastal areas. He singled out the Santa Cruz mountains and Mendocino County as two of the latter. The "Gold Country" of the Sierra and the lake regions of northern California also show great popularity."

Chamber Calendar

May 23—INTERNATIONAL BALL—Rm. Room Sheraton Palace Hotel 7 p.m. to 11 a.m.

May 26—INDUSTRIAL DEVELOPMENT CLUB LUNCHEON—Comer a C. b. 12:15 p.m.

May 27—MINING COMMITTEE—Comer a C. b. 12:15 p.m.



CALIFORNIA CABLE CAR rolls along Times Square in New York City with former San Francisco models as passengers. The promotion was put on with the cooperation of the Chamber Publicity Department.

San Franciscana

S. F.'s MOVING LANDMARK

Every great city in the world has a group of landmarks that are musts on every tourist's itinerary. San Francisco is unique in that one of its biggest attractions is a roving landmark—THE LINEUP.

For six months of the year, from March to September, THE LINEUP company moves about the City by the Golden Gate, with actors, crew, camera and equipment—and a horde of spectators. Many are tourists who have come to the city because of the sights they have seen on the Friday night CBS television show.

During the months when THE LINEUP is being filmed, a San Francisco visitor can call the office of the chief of police to learn the exact location being filmed at any hour. Recently a lady from Brooklyn called the chief long distance, found out the next day's schedule, and arrived by air to see an episode filmed!

Most of the shooting is done in locations which are among the city's most picturesque—vistas of the bay, the bridges, the hills with cable cars, Chinatown or Fisherman's Wharf. San Francisco's public buildings, museums, parks and night spots are often the scenes for LINEUP adventures.

Finding the LINEUP location is not very difficult. Most of the cab drivers in San Francisco cross the company's path many times a day. THE LINEUP company travels in a caravan of nine vehicles to transport equipment and personnel. At midday one of San Francisco's beautiful parks is the home of the company as they take lunch picnic style served by a local caterer.

The Chamber also has issued a special commendation of the program for a 1500-mile tour of eastern cities aboard a motorized San Francisco cable car. Warner Anderson called on the mayors, chiefs of police or chamber of commerce presidents in Chicago, Detroit, Toledo, Cleveland, Youngstown, Washington, Baltimore, Philadelphia, Pittsburgh and New York, taking them for rides and presenting them with certificates from the Chamber making them honorary cable car conductors.

An estimated 9,000,000 residents of those cities saw this beloved symbol of San Francisco on their streets and about 20,000,000 more saw it on local television during the visits.

(*A regular feature . . . ask the Chamber for reprints: EXbraok 2-4511, Research Dept., Ext. 13 or 14.)

RAY BENTON MORTIMER

President

SAN FRANCISCO CHAMBER OF COMMERCE

JACK B. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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Inter-City Section to Hold 10th Annual San Joaquin Valley Days June 17-18

Stressing the inter-county interdependence which has been "so beneficial in the past on the economic, commercial, agricultural and cultural fronts," the Chamber Inter-City section will hold its 10th San Joaquin Valley Days event Wednesday and Thursday, June 17 and 18, according to E. D. Maloney, Vice President of Pacific Telephone & Telegraph Company and General Chairman of the event.

"Friendship with the forces of progress—the civic, commercial, agricultural and industrial leaders of that area—is vital to the growth of San Francisco," Maloney said.

"The San Joaquin Valley is one of the most fertile agricultural areas in the nation. More than 250 miles long and 40 miles wide and with a total of 8,400,000 acres, it is the largest continuous block of agricultural land in the state."

Scheduled for Wednesday, June 17, will be a "Welcome to San Francisco" breakfast, 8:45 a.m., in the Mural Room of the St. Francis; a "\$320 Million Development Tour" of San Francisco at 10:45 a.m.; luncheon at Candlestick Park, noon; the Giants-Cincinnati game, 1:30 p.m.; a cocktail party for guests and wives in the Italian Room of the St. Francis Hotel.

On Thursday, June 18, a "Good Neighbor" breakfast is scheduled, 8:15 a.m., at the Press and Union League Club; a visit to the San Francisco Naval Shipyard, 9:30 to 11 a.m., or a panel discussion on "Land Uses in California"; a maritime luncheon at the S. F. Naval Shipyard, noon; a cruise on San Francisco Bay aboard the Great Golden Fleet, 2:30 to 5 p.m.

Committee chairmen for the event include: Irving W. Danielson of the Bank of California, N. A., and Joseph Fontana of Foster and Kleiser Company, Program Chairmen; Mel J. London of Calaveras Cement Co., Finance Chairman; J. B. Haggerty of Southern Pacific Company, Transportation Chairman; David Plant of the St. Francis Hotel, Hotels Chairman; John Vyverberg of Owens-Corning Fiberglas Corp., and Bruce Sanborn of DiGiorgio Fruit Corp., Hospitality Chairmen; Emmett Fitzpatrick of Southern Pacific Company, Baseball Luncheon Chairman; Bud Swensen of United Air Lines, Baseball Game Chairman; Arthur McArthur of Gladding, McBean & Co., Maritime Luncheon; and Dan E. London of the St. Francis Hotel, Great Golden Fleet Cruise Commodore.

Golden Gateway Project Bill Approval Lauded

Approval by the State Senate Finance Committee of Senate Bill 777, permitting the San Francisco Redevelopment Agency to buy two blocks of state-owned land from the San Francisco Port Authority for the Golden Gateway project, has been hailed as a "major milestone in redevelopment" by the Chamber.

Chamber Takes Stand on Bills Before Legislature Speeding Redevelopment

In an effort to expedite local redevelopment projects, the Chamber of Commerce Board of Directors has announced support of two bills and opposition to two others pending before the State Legislature, according to Jack H. How, Chamber president.

The Chamber's stands are based on studies made by its Legislative and National Affairs Section.

Bills supported:

- Senate Bill 703, which defines and shortens administrative steps necessary to accomplish such projects.
- Assembly Bill 1810, providing that the validity of redevelopment or renewal plans and bonds could not be challenged once determined by special proceedings in the Superior Court or reaffirmed on appeal. (This bill would discourage suits against their validity two or three years after official judgment has been rendered.)

Bills opposed:

- Assembly Bill 2219, making owner participation in such projects mandatory. Owner participation is not always feasible; to make participation mandatory would be to jeopardize desirable urban redevelopment projects.
- Assembly Bill 644, housing for older persons a requirement of every redevelopment plan. The economics of redevelopment are such that provision of housing for older persons is not always practicable; some projects are totally commercial or industrial in nature. While the motivation behind the bill is commendable, it does not provide the practical answer to the housing problem involved.

Press Club Dinner to Precede Premiere of "This Earth Is Mine"

The Chamber and the Press Club will co-sponsor a special dinner at 6 p.m. Wednesday, June 24, preceding the world premiere of the Universal-International picture, "This Earth Is Mine," filmed in the Napa Valley, one of California's leading wine-producing regions, according to G. L. Fox, General Manager.

The film, which stars Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains and introduces Cindy Robbins, opens simultaneously in San Francisco at the Golden Gate Theatre and in Oakland at the T & D Theatre.

Tickets (\$5, including dinner, theatre, transportation) can be reserved now at the Chamber and the PULC, 555 Post Street.



Cindy and Rock



SENTINELS OF SAFETY—Mayor George Christopher (second from the right), receives a safety check sticker at the Panhandle check lane from Arthur R. Smith, Safety Supervisor, Pacific Telephone and Telegraph Co., and Vice Chairman of the Chamber Safety Check Committee during the recent Citywide Voluntary Motor Vehicle Safety Check sponsored by the Chamber. Looking on is George Kasnoff, Driver Education Center, and Check Lane Chairman, and Judy Wilson, last year's Miss San Francisco.

Approximately 50,000 Motor Vehicles Checked During Safety Program

Nearly 50,000 cars and trucks were tested during last month's citywide Motor Vehicle Safety Check, sponsored by the Chamber, according to H. A. Dunker, Public Relations Manager, Allstate Insurance Company, and Chairman of the Traffic Safety & Control Section of the Civic Development Committee.

Swelling the total—which exceeded last year's count by 31 per cent—was the inclusion of figures from 25 firms which submitted car and truck fleets to safety checks (under the direction of the Employer-Employee Committee, Henry E. Bennett, Post Safety Director of the Presidio, Chairman).

The San Francisco Police Department, the State Highway Patrol, Treasure Island, the Presidio, the Municipal Railway, the Post Office, the San Francisco Water Department and local utility companies also cooperated in this venture.

Private vehicles checked at Marina Green, the Panhandle, Sunset Boulevard, Garfield Square, Balboa Park and the Great Highway totaled 5,248 checked or rechecked, according to George Kasnoff, Driver Education Center, and Check Lane Committee Chairman. (The Great Highway station was closed after the first day because of high winds.)

Among the cars checked at the six lanes the chief defect was lights, totaling more than 1,370. Defective brakes ran second, 480, and tires third, 471.

Garfield Square, captained by W. Ross Cooper, Safety Superintendent of Treasure Island, led all the check lanes with a grand total of 1,689.

(Turn to page four)

San Francisco Business Activity Attains Records for April and First Four Months

San Francisco business activity attained record peaks during April and the first four months of this year, according to the Research Department of the Chamber. The Chamber business activity index rose to 164.9 for April, 6.0 per cent ahead of last April. The four months' average of 159.0 topped a year ago by 6.4 per cent.

Authorized construction value for the first four months amounted to \$36.7 million, 30 per cent above last year.

Recorded real estate deeds numbered 6,300, an increase of 9.8 per cent. Mortgages and deeds of trust topped last year 28.6 per cent in number and 41 per cent in amount.

Department store sales increased 7.6 per cent over four months last year. Bank debits rose 7.4 per cent, postal receipts 20.4 per cent, port revenue tonnage 1.5 per cent, electrical energy sales 1.9 per cent and commercial and industrial water sales 3.1 per cent. Industrial gas sales slipped 6.3 per cent, largely because of a relatively warmer spring.

Consumer Prices Rise

Consumer prices in the San Francisco area reached a new high of 1.8 per cent for the month of March over a year ago with the U. S. Department of Labor Index at 129.0. The transportation item costs increased 6.4 per cent, medical 6.9 per cent, and rent, 3.2 per cent.

Visitor and newcomer written inquiries serviced by the Chamber were 12 per cent above last year for the four-month period.

The San Francisco Bay Area's nine counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara and Sonoma) showed a sharp contrast between the first four months of this year compared to the similar period last year.

Construction Booming

In the nine-county Bay Area, a total of \$290.6 millions were authorized in construction for the first four months, 28 per cent more than a year ago. In April, \$80 millions were authorized compared to \$50 millions a year ago.

New residential accounted for \$173.3 millions of the total and provided for 16,833 dwelling units—almost 6,000 above last year's four-month period. Single family dwelling units totaled 9,331. Multi-family structures provided for 7,502 units, a rise of 52 per cent and 69 per cent respectively.

A new April high for employment, 1,099,000, was set in the six-county Metropolitan Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano counties), an increase of 3.7 per cent over last year. The four months' average of 1,086,850 surpassed last year's similar period by 3.1 per cent. April unemployment dwindled to 49,400 or 35 per cent below a year ago—accounting for only 4.3 per cent of the labor force (compared to 6.7 per cent last year).

Department store sales in the San Francisco-Oakland Metropolitan Area were seven per cent ahead of last year for the first four months. Apparel store sales gained five per cent.

Merchant wholesalers' sales on the Pacific Coast for the first quarter topped

last year by 13 per cent, most lines showing sharp gains. Lumber and building material sales led with a 35 per cent rise.

Pacific Coast Stock Exchange shares traded during the four months soared 126.7 per cent above last year. Market value gained 91.9 per cent.

Ship Arrivals, Tonnage Up

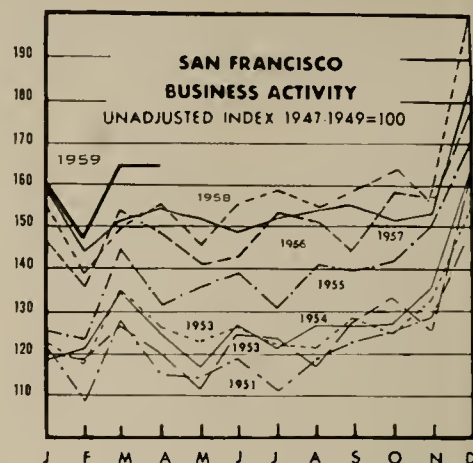
Ship arrivals in San Francisco Bay were 7.8 per cent ahead of last year. Registered tonnage was up 11.2 per cent.

San Francisco International Airport plane traffic rose 7.3 per cent, passenger traffic nine per cent, airmail 16.6 per cent, and air freight 24.2 per cent.

Truck movements rose nine per cent.

Freight car movements in San Francisco were up 13.6 per cent.

Bay Bridge vehicular traffic showed a 6.2 per cent gain. Golden Gate Bridge traffic was up 12.1 per cent.



Food and Drug Chief To Address Luncheon

McKay McKinnon, Jr., chief of the San Francisco division of the Federal Food and Drug Administration, will speak on the influence of agricultural chemistry on production and marketing of the nation's food supply at a luncheon meeting of the San Francisco Chamber's Agricultural Committee Tuesday noon (June 9) in the Cirque Room of the Fairmont Hotel, according to Jack T. Pickett, Editor of the *California Farmer* and committee chairman.

Business Activity Through April, 1959

BRANCH OF ACTIVITY	APRIL 1959	% from 1958	4 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX	164.9	6.0	159.0	6.4
CONSTRUCTION PERMITS				
Total.....	975	3.8	3,520	4.9
Value.....	5,325,748	7.0	36,729,283	30.0
Residential, New.....	2,244,226	63.5	8,618,293	41.7
Dwelling Units.....	216	64.9	814	23.9
Single-family units, New.....	72	14.3	258	7.1
Non-residential, New.....	1,524,545	84.2	20,090,283	226.0
Additions, Alterations and Repairs.....	1,556,977	43.9	8,020,607	9.5
Nine county dwelling units authorized.....	5,157	54.6	16,821	58.3
REAL ESTATE—Deeds Recorded	1,548	8.9	6,300	9.8
*RETAIL DEPARTMENT STORE SALES	116	0.9	113	7.6
FINANCE —Bank Debits.....\$	4,607,896	8.4	17,279,478	7.4
Postal Receipts.....\$	3,183,522	16.8	12,060,016	20.4
Pacific Coast Stock Exchange.....	5,161,365	130.6	21,617,891	126.7
Market value \$.....	100,411,901	91.2	376,853,733	91.9
Number.....	9	10.0	40	11.1
COMMERCIAL FAILURES				
INDUSTRY TREND—6 County Total Employment	1,099,000(p)	3.7	1,086,850(p)	3.1
Mfg. Average Weekly Earnings.....(earnings) \$	104.66(a)	8.0		
Manufacturing.....(employment)	202,900(p)	4.8	199,500(p)	2.7
Construction, contract.....	72,200(p)	15.0	68,550(p)	10.7
Finance, insurance, real estate.....	69,400(p)	2.4	69,100(p)	2.1
Retail trade.....	169,300(p)	4.8	168,675(p)	4.3
Wholesale trade.....	78,100(p)	1.3	77,825(p)	0.6
Service.....	185,900(p)	2.0	184,825(p)	2.3
Trans., comm., & utilities.....	108,100(p)	0.9	107,800(p)	0.2
Agriculture.....	19,200(p)	10.3	16,850(p)	2.9
Govt.—Federal, state, city.....	190,500(p)	2.1	190,275(p)	2.7
Other.....	3,400(p)	2.9	3,425(p)	1.5
TRANSPORTATION—Freight car movement	13,020	13.1	49,359	13.6
S. F. Airport—Planes In and Out.....	11,001	10.9	43,896	7.3
Passengers Off and On.....	302,564	8.0	1,158,561	9.0
Air Mail Loaded and Unloaded.....	3,590,523	8.6	14,495,206	16.6
Air Express Loaded and Unloaded.....	676,435	15.8	2,488,738	10.9
Air Freight Loaded and Unloaded.....	7,891,765	30.5	29,654,488	24.2
*Truck Movements—S. F. Area.....	176,0	10.6	165.4	9.0
Out-of-State passenger car entries into No. Calif.....	57,701	17.3	202,861	10.8
Out-of-State passengers into No. Calif.....	138,950	16.4	487,060	10.6
PORT OF SAN FRANCISCO—Revenue Tons	455,103	1.6	1,834,581	1.5
Coastwise.....	7,990	15.1	30,635	33.7
Intercoastal.....	30,545	20.4	106,472	7.7
Inland Waterway.....	166,437	7.2	662,682	1.6
Foreign.....	250,131	1.8	1,034,792	2.3
CARGO VESSELS (San Francisco Bay)				
Arrivals.....	408	4.1	1,609	7.8
Millions of Registered Tons.....	1,970,307	8.4	7,935,411	11.2
UTILITIES—Ind. & Comm. Gas Sales	1,317,229,500	11.5	5,922,530,300	6.3
*Elec. Energy Sales, K.W. Hours.....	153	1.3	162	1.9
Water Consumption—Comm. & Ind.....	168,096,500	8.1	639,765,000	3.1
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....	2,168	19.3	7,800	12.4
Bay Bridge Vehicle Crossings.....	3,077,229	4.0	11,941,556	6.2
Golden Gate Bridge Vehicle Crossings.....	1,429,507	17.0	5,452,750	12.1
FRUITS & VEGETABLE RECEIPTS	3,962	16.7	14,140	9.4
LIVESTOCK SLAUGHTER (Insp. Dists.)	116,000(a)	30.3	330,000(b)	18.7
*S. F. CONSUMER PRICE INDEX—All Items	129.0	1.8		

* Index Base (1947-1949 Monthly Average = 100); (a) March; (b) 3 months; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

With JIM WARNOCK

JAMES M. COOPER, Assistant Manager, Transportation Department, Chairman of the Pacifica Parks and Recreation Commission and Vice President of the Westmoor P.T.A., has been elected by a 2-1 majority to the Jefferson High School District Board. . . .

THE SMALL BUSINESS section will hold its third annual monthly public meeting in room 200 of the Chamber Tuesday, according to Roy P. Cole of Cole & DeGraf, Chairman. Small business owners and managers are invited to the "roundtable" to discuss problems of mutual interest to business proprietors. "Selling the San Joaquin Valley" will be the subject of this discussion, according to Cole. . . .

ROBERT HIGGINS, partner in the firm of Higgins and Jacobus, took the oath of office last week as San Francisco Collector of Customs. He was nominated for the post by U. S. Senator Thomas H. Kuchel and received the appointment from President Eisenhower. A native of San Francisco, as were his parents, he was educated in the local schools and is a graduate of the University of San Francisco, Department of Law. . . .



Robert Higgins

THE PHILIPPINE TRAVEL and Information Office has moved its quarters from room 214 at 211 Stockton Street, to room 216, as part of its expansion program after about 1½ years in San Francisco, according to Cita Trinidad, Manager. . . .

MICHAEL GOODMAN, local architect, will discuss "The Progress of Regional Planning" at 10:30 a.m. today during a meeting of the Chamber Regional Problems Section in Room 200 of the Chamber. . . .

BUSINESS LEADERS who have jobs for high school and college students looking for after-school and vacation employment are asked to contact the State Department of Employment, PROspect 6-3850, or the San Francisco Youth Association, MArket 1-9905, according to Harold V. Starr, Managing Director of the Retail Merchants Association. . . .

SUMMER EVENING COURSES in retail merchandising and textiles will be held June 22 through July 30 at San Francisco State College's Downtown Center, 540 Powell Street. . . .

KPIX-WESTINGHOUSE has been honored by San Francisco State College "for its signal contribution in public service programming and for its continuous record of outstanding community service throughout the year." . . .

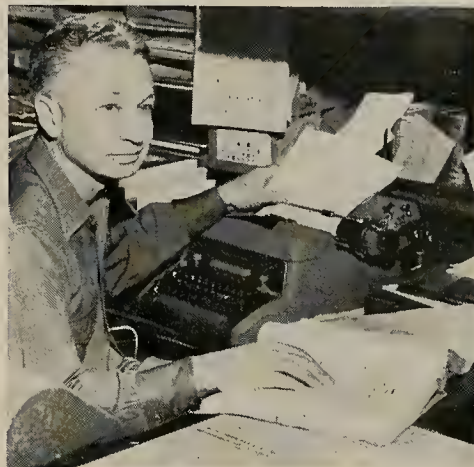


EXOTIC STREET OF MANY WORLDS is the title of a leading article on San Francisco's Grant Avenue in the June issue of CORONET magazine. Gold-bound copies of the issue were presented last week to Johnny Kan and Robert S. Lee, President of the Chinese Chamber of Commerce, by Mayor George Christopher and Dan E. London, First Vice President of the Chamber. . . .

"LINE HAUL"—A New Type of Industrial Story

"Line Haul," the story of Pacific Intermountain Express by Samuel W. Taylor, has just been issued by the Filmer Publishing Company of San Francisco as the first volume in the series called the Library of Western Industry.

Taylor took many rides with PIE drivers to collect the numerous dramatic stories



SAMUEL W. TAYLOR . . . he rode and he wrote

and anecdotes that make "Line Haul" a new type of industrial story. The Redwood City writer, who has authored eight books and hundreds of short stories and articles, tells the story of the struggling trucking concerns which changed hands, saw dark days, many mergers and finally became the huge PIE organization.

According to Ken Carnahan, Book Editor of the *Berkeley Gazette*, "He has told the story of this huge trucking concern in terms of individuals and it makes for mighty interesting reading. Sam Taylor rode the trucks and he writes the stories so that you see the company as the individual employees do. He makes PIE a very human company in this way and one which anyone would be happy to work for."

"There are many photographs and we think you'll get a colorful picture of a Western industry at work. We'd also like to say that the design and printing of the book make it one of the nominees for Best Books of the Year."

Subsequent volumes in the series, each by an author selected by Filmer, will tell the stories of many other segments of Western industry, including the Paul Masson Vineyard and the San Francisco Chamber of Commerce.

ENLARGED SUMMER SCHEDULE of activities for children and adults through the facilities of the Lighthouse for the Blind at 745 Buchanan Street has been announced. Many new activities have been added to the basic program of Braille, sculpture, crafts, dancing, bowling and ceramics. . . .

"**MANY FOREIGN GOVERNMENTS** are keenly interested in the Fair of San Francisco and its usefulness to them as a vehicle for enlarging their trade relations with the Pacific Coast," according to Thomas R. Rooney, Manager of the June, 1960, event. . . .

SEEKING FURTHER INFORMATION of its convention aspects, Western Electronic Show and Convention has increased the number of field trips and reduced the number of sessions and papers to be presented at the Cow Palace event next August 18-21. . . .

NEW PUBLIC SERVICE PROGRAM aimed at arousing public interest in wild-life conservation began recently under the sponsorship of Standard Oil Company of California. Some 200,000 colorful posters bearing a conservation message were mailed to western schools and national parks for display on bulletin boards and at park gate houses. Similar messages will be featured on outdoor panels on the way to wildlife areas and at company service stations. . . .

STRUCTURAL STEEL FRAMEWORK for the second 12-story unit of the new block-long headquarters building for American Trust Company in San Francisco's financial district will be fabricated and erected by U. S. Steel's American Bridge Division. Steel construction is scheduled to begin in mid-September. . . .

THE JOHN S. BOLLES designed International Business Machines plant at San Jose has again achieved outstanding praise, this time in the June issue of FORTUNE Magazine. . . .

PICTORIAL HISTORY OF SOUTHERN OREGON and Northern California by Jack Sutton may be obtained from the Grants Pass and Josephine County Chamber of Commerce, Grants Pass, Oregon. . . .

37TH ANNUAL CONFERENCE of the National Industrial Advertisers Association has been scheduled for the Hotel Mark Hopkins June 14-17, according to Robert G. Hill, General Chairman and Advertising Manager of Columbia-Geneva Steel Division, United States Steel Corporation. . . .

ONE OF THE FIRST Boeing Model 502 Turbo-Starter units for jet engines ready for service at San Francisco International Airport has been acquired by Bay Aviation Services Company in its program to offer ground services to scheduled air carriers. In addition to starting jet engines, the unit will provide cabin heat, pressurization, de-icing, and trouble-shooting for hydraulic systems while on the ground. . . .



"**WORLD PEACE** can and must be made more secure through freer and wider world trade," T. S. Petersen (center) told the annual World Trade Week luncheon at the Mark Hopkins on May 20. The President of Standard Oil Company of California is shown with Richard Nelson (left), President of the San Francisco Area World Trade Association, and Jack H. How, President of the Chamber. . . .

Warnock Elected as Publicity Club Prexy

James D. Warnock, Chamber publicity manager, has been elected president of the San Francisco Bay Area Publicity Club. Elected vice presidents were James M. Friedman, assistant public relations director, United Bay Area Crusade; Jack R. Wahn, president, Wahn & Learned Associates; and Harrison Beardsley, publicity, Kaiser Aluminum and Chemical Company, Oakland. Phyllis Egbert, public relations coordinator, Dalmo Victor Co., Belmont, was elected secretary.



James D. Warnock

Approximately 50,000 Motor Vehicles Checked

(Continued from page one)

Dunker lauded all cooperating organizations for "great efficiency, willingness and intelligence" in manning the various check lanes.

Committee Chairmen and Vice Chairmen:

Harry B. Lowden, Plant Safety Supervisor, Pacific Telephone & Telegraph Co., General Chairman; Arthur R. Smith, Safety Supervisor, Pacific Telephone & Telegraph Co., Vice Chairman; George Kasloff, Driver Education Center, and Glenn Merritt, Pacific Gas & Electric Co., Check Lane Chairman and Vice Chairman, respectively.

Henry E. Bennett, The Presidio, Employer-Employee Chairman; Iver C. Larson, San Francisco Chapter, National Safety Council, and Pete Gallagher, Shell Oil Company, Public Relations.

L. F. Johnson, Shell Oil Company, and Thomas A. Mullaney, Fibreboard Paper Corp., records; Ron Frankis, California State Automobile Association, Special Events; Roy Mattison, Federated Metals Division, American Smelting & Refining Co., and John H. Brouke, Yellow Cab Company, Finance.

Chamber Calendar

June 5—REGIONAL PROBLEMS SECTION—Room 200, Chamber, 10:30 a.m. - 12 noon. Agenda: Progress of regional planning.

June 9—DOWNTOWN LIAISON PARKING COMMITTEE—Room 200, Chamber, 10:30 a.m. Agenda: Study of downtown parking needs.

June 9—ZONING ORDINANCE SUBCOMMITTEE—1st floor conference room, Chamber, 10:30 a.m. Agenda: Industrial zoning maps.

June 9—AGRICULTURAL COMMITTEE with CHEMICAL INDUSTRIES SECTION—Cirque Room, Fairmont Hotel, 12 noon. Speaker: McKay McKinnon, Jr., Chief, San Francisco District, Food and Drug Administration.

June 10—SAN FRANCISCO MUNICIPAL CONFERENCE—Room 200, Chamber, 3 p.m.

June 11—SAFWA LUNCHEON—Commercial Club, 12 noon. Speaker: Richard Lurie, American Exporter, will speak on Latin America.

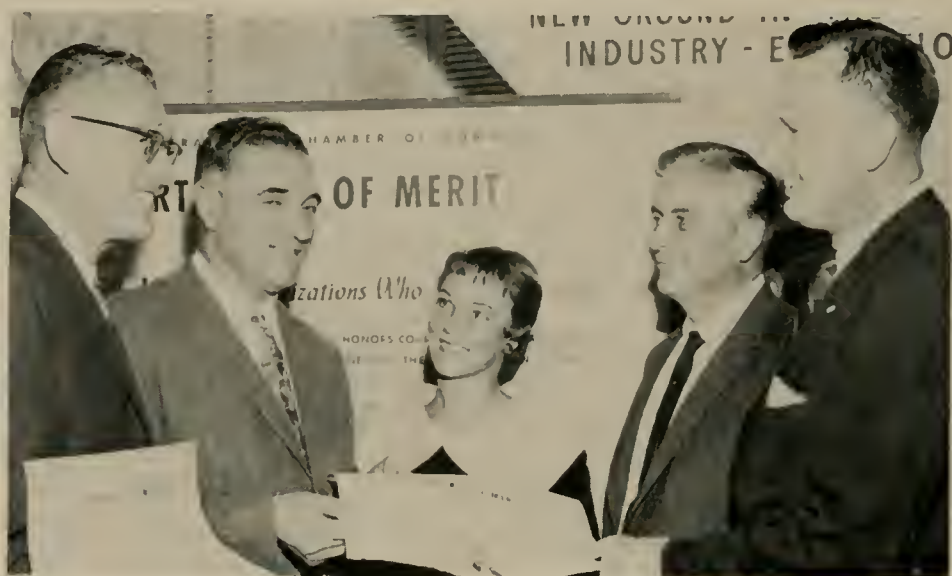
June 12—CANCOCCE—Garden Room, Fairmont Hotel, 12 noon.

June 17-18—SAN JOAQUIN VALLEY DAYS.

June 19—SAFWA 3rd ANNUAL GOLF TOURNAMENT—Lakeside Country Club.

Progressogram No. 42

NEW VISTAS OPENED FOR BUSINESS EDUCATION



INDUSTRY, EDUCATION JOIN HANDS—Jack H. How (left), President of the Chamber, is shown presenting "diplomas" to graduates of the S. F. State College-American Can Company applied management course, sponsored by the Chamber. Left to right are: San Francisco's Mayor George Christopher; Sylvia Sigerist, Homecoming Queen of S. F. State; Glenn S. Dumke, President of the college; and W. F. May, Vice President of American Can Company. The spring course ran 17 weeks.

The first college-level course in applied business management—a 17-week project of the San Francisco State College business division and the American Can Company held this spring—opens new vistas in business education, according to Jack H. How, President of the Chamber.

Announcement of the course—saluted by civic and business leaders, including Mayor George Christopher—was described by How as "the brightest news of the year in the field of college training of students to play a useful part in the world of business after graduation."

The "shirtsleeves" training course for aspiring business leaders featured intensive instruction by the college's business administration faculty plus an experimental plan to "bring business experts into the classroom" and, at the same time, to "expose a selected group of business school seniors to the cold realities of actual business operations," according to Glenn S. Dumke, President of State College.

The spring semester project involved visits by students to plants, offices and research laboratories of the American Can Company and a series of classroom presentations by Can Company executives—including an appearance by W. F. May of New York, Vice President of the company.

A total of 27 students, State College seniors in business administration, were awarded certificates of merit by the Chamber.

The three business division faculty representatives who handled the academic phases of the course were: Dr. John Schneider, professor of marketing; Henry McKenzie, professor of business; and Dr. William Rogers, associate professor of production.

"We have even had requests for details from as far away as New York University," said President Dumke.

G. L. Fox, General Manager of the Chamber, said "an analysis of the course and its results will be sent to the U. S. Chamber of Commerce in order that colleges and business concerns throughout the country can pattern their business training courses on the program."

(A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 9,000 this issue



HONORED FOR PALACE OF FINE ARTS gift was Walter S. Johnson (center) who recently announced a \$2 million gift to San Francisco toward restoration of the famous landmark. Jack H. How, President of the Chamber, made the presentation to Johnson. G. L. Fox, General Manager, looks on.

Palace of Fine Arts Donor Lauded by Chamber Directors

Walter S. Johnson, San Francisco industrialist, has been officially commended by the Chamber Board of Directors for his \$2 million contribution toward the restoration of the Palace of Fine Arts, according to G. L. Fox, Chamber General Manager. Johnson was presented a scroll of commendation at a recent meeting of the Chamber directors by Jack H. How, President of the Chamber.

The scroll read in part:

"Whereas the beauty and cultural background of San Francisco will be preserved by this generous gift;

"Whereas the Palace of Fine Arts has been a major tourist attraction and distinguished monument for the City of San Francisco contributing to the enjoyment and financial well-being of its citizens;

"Whereas Mr. Johnson will be remembered by generations to come as a philanthropist who has made a dream come true by this noble deed;

"Be it resolved that the board . . . by unanimous vote, does hereby commend and gratefully offer sincere appreciation to Mr. Johnson for such genuine interest in the welfare of San Francisco."

PULC Dinner Precedes World Premiere of "This Earth is Mine"

The Chamber and the Press Club will co-sponsor a special dinner Wednesday, 6 p.m., preceding the world premiere of the Universal-International picture, "This Earth is Mine," filmed in Napa Valley, according to G. L. Fox, General Manager.

The Chamber, along with Governor Edmund G. Brown and Mayor George Christopher, was responsible for inducing Hollywood studio heads to hold the world premiere in San Francisco because its filming was done entirely in Napa Valley.

The film will open in San Francisco at the Golden Gate Theatre and in Oakland at the T. & D. Theatre.

Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains star in the picture which is based on the story of a wine-producing dynasty from Alice Tisdale Hobart's best-selling novel "The Cup and the Sword."

Hollywood stars, civic and state dignitaries will attend the dinner at the PULC.



VINEYARDISTS—Jack H. How, President of the Chamber (right), plants grape cuttings from Napa Valley, preceding "This Earth Is Mine" premiere, with assistance from Sandra Hickey, "Napa Valley Queen," and William M. Coffman, Vice President of the Park and Recreation Commission.

More Than 220 Guests Of Business Community Attend Valley Days Fete

More than 220 industrial, agricultural, commercial and civic leaders and their wives flowed into San Francisco for the 10th annual San Joaquin Valley Days Wednesday and Thursday, according to E. D. Maloney, Vice President of Pacific Telephone & Telegraph Company and General Chairman of the event.

The visitors experienced two full days of activity as guests of San Francisco's business community and the Chamber's Inter-City Section.

Wednesday's activities included a "Welcome" breakfast at the St. Francis Hotel, a development tour of downtown San Francisco, luncheon at Candlestick Park, the Giants-Cincinnati game at Seals Stadium and a cocktail party at the St. Francis.

Thursday's schedule included breakfast at the Press & Union League Club, a visit to the San Francisco Naval Shipyard followed by a noon luncheon and a cruise of the Bay aboard the Great Golden Fleet.

San Francisco, "headquarters city of the West," is headquarters for thirty corporations with combined assets of \$32.6 billion.

An average of more than 10,600 new residents have settled in the 13-county San Francisco Bay Region every month since 1950.

San Francisco Quotes—

"I'd rather be a busted lamp post on Battery Street than the Waldorf-Astoria."

—WILLIE BRITT
Famed old-time boxer
(After the 1906 Fire and Earthquake)

SAN FRANCISCO TAX CALENDAR—SECOND HALF, 1959

CITY—STATE—FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY-STATE SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor-vehicle fuel	File and pay tax for the second preceding month.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs.' agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File report and pay taxes for preceding month.	State Bd. of Equalization
15	Producers and brokers	File report and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
25	Motor vehicle transportation operators	File return on or before 25th and pay taxes for preceding month.	State Bd. of Equalization
25	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax on or before last day of month after close of taxable quarter. If required to pay on monthly basis, do so by last day of month following.	State Bd. of Equalization
*July			
2	Oil producers	Oil and gas severance annual tax due.	State Bd. of Equalization
15	Off-sale general licensees	File report for fiscal year ended 6/30 and pay required additional license fee.	Department of Alcoholic Beverage Control
15	Wine growers	File report for fiscal year ended 6/30 and pay required additional license fee.	Department of Alcoholic Beverage Control
31	Retailers and purchasers of tangible personal property subject to tax	File sales tax return and pay tax for quarter ended 6/30/59. (See last day each month.)	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File purchase and use tax return and pay tax for quarter ended 6/30/59.	State Bd. of Equalization
31	Employers	File return and pay second quarter State Unemployment and Disability Insurance Tax.	State Dept. of Employment
*August			
15	Individuals	Pay second installment of tax if on calendar year basis.	Franchise Tax Board
31	Property owners	Last day to pay taxes on unsecured personal property roll.	S. F. City and County Tax Assessor
*September			
15	Corporations	File return and pay at least half of corporation franchise tax if year ended 6/30/59.	Franchise Tax Board
15	Corporations	Pay second installment of corporation franchise tax if on calendar year basis.	Franchise Tax Board
*October			
15	Individuals	File and pay first installment of individual income tax if fiscal year ended 6/30/59.	Franchise Tax Board
31	Retailers and purchasers of tangible personal property subject to tax	File sales tax return and pay tax for quarter ended 9/30/59.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File purchase and use tax return and pay taxes for quarter ended 9/30/59.	State Bd. of Equalization
31	Employers	File return and pay third quarter State Unemployment and Disability Insurance Tax.	State Dept. of Employment

CITY-STATE SECTION (Cont'd)

Final Date	Interested Parties	Act Required	Responsible Agency
*November			
15	Insurance companies	Pay gross premium tax.	State Controller
*December			
10	Property owners	Pay first installment real property taxes and one-half or all personal property taxes on Secured roll.	S. F. City and County Tax Assessor
15	Individuals	Pay third installment of personal income tax.	State Franchise Tax Board
31	Producers and brokers, motor vehicle fuel	Pay fee and apply for license for ensuing year.	State Bd. of Equalization
31	On-sale retailers	Last day for renewal of license.	Department of Alcoholic Beverage Control
*See "Each Month This Day" top of page.			

FEDERAL SECTION

Final Date	Interested Parties	Act Required	Responsible Agency
Each month this day			
15	Employer	If income tax withheld, plus 5% of wages subject to social security equal or exceed \$100, pay to authorized depository. Payment for last month each quarter due last day of the following month with filing of return.	District Director of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	District Director of Internal Revenue
15	Individuals	Individuals whose fiscal year ends on last day of any month except December—file declaration of income tax and pay first installment of estimated tax on 15th of 4th month following; the first amendment and second payment are due on 15th of the 6th month following; the second amendment and third payment on the 15th of 9th month following; final amendment and payment the 15th of the 13th month following; with final return due the 15th of the 4th month following close of the fiscal year.	District Director of Internal Revenue
15	Corporations (on fiscal year basis)	Corporations whose fiscal year ends on last day of any month other than December—income tax returns are due by 15th of the 3rd month following the end of the fiscal year and at least one-half taxes then payable. Balance of tax is payable on the 15th day of 6th month following close of fiscal year.	District Director of Internal Revenue
15	Estates and Trusts	File returns by 15th day of 4th month after close of fiscal year; trust taxes in full accompany returns but estates may make first quarterly payment on filing date with installments due on 15th of fourth, seventh, tenth and 13th month after close of fiscal year.	District Director of Internal Revenue
Quarterly Last Day of Month	Retailers, mfrs., amusements, cabarets	On last day of month after each calendar quarter, file return for preceding quarter on Form No. 720 and pay tax due for admissions, dues, and miscellaneous taxes, including Retailers Excise Tax. If liable amounts in any month except last month of each quarter exceed \$100, deposit such amounts in a Federal Reserve Bank or any authorized local bank by last day of following month.	District Director of Internal Revenue
July 31 and Oct. 31	Employer	Last day to file quarterly return and make payment of taxes of preceding calendar quarter for Federal Income and Social Security. Pay quarterly installment on Federal Unemployment Insurance tax.	District Director of Internal Revenue
Sept. 15	Individuals	Pay third installment estimated income tax for 1959.	District Director of Internal Revenue
Sept. 15	Corporations	File declaration and pay first installment on corporation's 1959 estimated tax. The amount of this payment is 20% of the estimated tax.	District Director of Internal Revenue
Dec. 15	Corporations	Pay second installment on corporation's estimated 1959 tax.	District Director of Internal Revenue

OFFICES OF TAX AGENCIES

Assessor, City and County of San Francisco, City Hall,	KL 2-1910
Tax Collector, City and County of San Francisco, City Hall,	HE 1-2121
California State Board of Equalization, State Building,	UN 1-8700
State Franchise Tax Board, 540 Van Ness Avenue,	UN 1-7234
State Motor Vehicle Department, 160 South Van Ness Avenue,	UN 3-0300
District Director of Internal Revenue, 100 McAllister Street,	UN 3-4900
If any date falls on a Sunday or legal holiday, the return is due the following day.	

Hitting the High Spots

With JIM WARNOCK

LEWIS M. HOLLAND and Harold T. Wood, Manager and Assistant Manager of the Industrial Department, respectively, will attend the Northern California Industrial Managers Conference June 26, 27 and 28, in Redding. Dale Patterson of the **NEW YORK TIMES** advertising department will present plans for the publication of a special Northern California magazine supplement which will appear as part of a regular Sunday edition of the newspaper, (circulation more than 1,300,000), at the meeting. . . .

CHARLES KENDRICK, Chairman of the Board of Schlage Lock Company, has been named Chairman of the newly formed President's Advisory Council at the University of San Francisco. Rev. John F. X. Connolly, S. J., University President, has announced. . . .

BOB STEVENS, baseball writer for the **SAN FRANCISCO CHRONICLE**, has been elected Chairman of the San Francisco Chapter of the **BASEBALL WRITERS ASSOCIATION OF AMERICA**, affiliated with the national organization upon the arrival of the Giants in San Francisco a year ago. Other officers elected for the 1959 term were: Walter Judge of the **SAN FRANCISCO EXAMINER**, Vice Chairman; and Bucky Walter, **SAN FRANCISCO NEWS**, Secretary-Treasurer. . . .

INDICATORS point to an increased pace in home furnishing sales in the West, and summer market plans at the Western Merchandise Mart are being made accordingly. The early market, June 22-26, will run concurrently with the second week of the Chicago market. At least 10,000 buyer registrations are predicted for what may be the most active summer market in recent years. This year there are many new lines represented at the Mart, with bright new merchandise and selling ideas in every space. . . .

THE SAN FRANCISCO Area World Trade Association is holding its third annual golf tournament today, 11:30 a.m. to 1:30 p.m., at the Olympic Club, Lakeside. Members of the Export Managers Association of San Francisco, the Foreign Chapter of the Credit Managers Association of Northern and Central California and the Oakland World Trade Club, are among those participating. . . .



SAN FRANCISCO float in the Tournament of Roses parade, this year handled by the Chinese Chamber of Commerce, featured June Gong, Miss Chinatown-U.S.A., as well as the famous Chinatown dragon and Chinese pagodas. The float won first place in its class.

SAN FRANCISCO CONFERENCE on Local Public Service Programming, third industry-wide gathering of its kind held under the auspices of the Westinghouse Broadcasting Company, Inc., will take place on the campus of Stanford University September 21 through 23, according to Donald H. McGannon, WBC President. First of these shirt-sleeve, working meetings in which outstanding creative broadcasters participate by invitation, drew some 200 to Boston early in 1957. Contributions of the Boston Conference to the improvement of informational broadcasting earned important recognition, including a special George Foster Peabody Award "for meritorious and distinguished public service." . . .

C. D. LAFFERTY, a member of the Chamber Industrial Development Committee, has been engaged by the Tracy Chamber of Commerce as an adviser in promoting industrial development in the Tracy district. Lafferty, who retired as Manager of Industrial Development at Southern Pacific Company after 30 years of service with the company, recently opened offices at 14 Gold Street (off Sansome and Jackson Streets) as an industrial development consultant and real estate broker. . . .



CHINESE COMMUNITY was last week honored with resolution from Mayor Christopher expressing appreciation for winning float. Left to right are H. K. Wong, representing Chinese Chamber of Commerce, Joe Fontana, co-chairman of the Chamber's Inter-City Section, Chief Administrative Officer Sherman Duckel, and Raymond Dorn, President of the Tournament of Roses Association, who presented the City a framed color photograph of the float.

CHINA DRY GOODS COMPANY, 775 Brannan Street, has imported a battery-operated, all-transistor portable radio and record-player combination and a stereophonic record player, manufactured by the Fujiya Electric Company, Ltd., Tokyo. Both sets are powered by only six flashlight batteries and the turntable on both record players operates more than 50 hours without variance in speed, according to Frank J. Hong, General Manager of China Dry Goods. All Fujiya equipment carries a standard American 90-day guarantee. A complete parts depot will be maintained in San Francisco with service by factory-trained technicians. . . .

EGAN, SITES & LAIA, Certified Public Accountants located at 116 New Montgomery Street, have opened an office in Honolulu, according to Ronald D. Rockwood, C.P.A., partner in the local firm. The company also has four offices in Washington—Seattle, Everett, Spokane and Moses Lake; and two in Alaska—Fairbanks and Anchorage. . . .

H. ROYCE GREATWOOD, president of California Greatwood, Inc., spoke on U. S.-Japanese trade relations during the Junior World Trade Association dinner Wednesday at the new Rex Restaurant, according to Ted Rausch of Ted L. Rausch Co., Association President. . . .

SAN FRANCISCO—MY ENCHANTED CITY with David Rose and his orchestra is among eighty records offered by the Diners' Record-of-the-Month Club. Thirteen per cent of sales by the new club have been the LP on San Francisco, according to the organization. . . .



"COFFEE BREAK"—Pointing up the importance of coffee as the leading San Francisco import, the Bank of America's International Banking Department held coffee breaks all during World Trade Week (May 18-22). Taking time out for coffee at the bank's Latin-America booth were (left to right): "Tony" Pinzon of Guatemala; Cid Stockler, Director, D. Stockler & Co. of Santos, Brazil; Henry Drath, Vice President-in-charge of Latin-American activities, Bank of America; and Dr. Pavlo Lima, Consul General of Brazil.

Stanford University Physics Professor Wins Science Award

Dr. Robert Hofstadter, Professor of Physics, Stanford University, has won the \$5,000 "California Scientist of the Year" award of the California Museum of Science and Industry, presented annually to the top scientist in the State.



Dr. Robt. Hofstadter

Doctor Hofstadter was cited for "determining for the first time the size and shape of the neutron, the two basic building blocks of all nuclei."

The industrial award was shared by Donald W. Douglas, Sr., and Robert E. Gross, pioneer aviation leaders. They were lauded for "personally directing programs

of their respective companies which has led to the outstanding advancement in space travel in this country."

Hofstadter, since the award, has been nominated for the Nobel prize.

San Francisco Quotes-

"Blessed with a superlative setting, a mild climate, a harbor once described as 'capable of holding all the navies of Europe,' and a reputation for urbanity and charm, San Francisco in the eyes of its citizens and of many others is the undisputed capital of the West."

FOCUS, published by the American Geographical Society, New York

Chamber Calendar

June 19—INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12:15 p.m.

June 24—"OPPORTUNITY HAWAII"—Press Club, 12 noon.

June 24—STREET, HIGHWAY & BRIDGE SECTION—Room 200, Chamber, 10:30-12.

June 25—DESIGN CENTER—Room 200, Chamber, 2:00 p.m.

June 26 — REGIONAL PROBLEMS SECTION — Room 200, Chamber, 10:30-12.

June 26, 27, 28 — NORTHERN CALIFORNIA INDUSTRIAL MANAGER'S COMMITTEE—Bay Bridge Resort, 2:00 p.m.

June 26—AVIATION SECTION—Commercial Club, 12 noon.
Speaker: Robert B. Murray, Jr., Executive Vice President, Pan-American World Airways, Inc.

BAY REGION BUSINESS

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Circulation: 9,000 this issue

Progressogram No. 43

HILTON TO BE CITY'S BIGGEST HOTEL



AIRPORT ADJUNCT—Conrad N. Hilton's Inn, a first big step . . .

San Francisco's largest hotel—the Hilton—will be completed in 1961 or 1962 by the man who once owned the last major hotel to be built in San Francisco, the Sir Francis Drake Hotel (1928).

Conrad Hilton's L-shaped, \$25 million, 18-story hostelry—1,200 rooms—will occupy three-fourths of a block with full-block frontage on Mason and Ellis Streets and half-block frontages on O'Farrell and Taylor Streets.

A unique feature of the new hotel will be the parking facilities on seven of the 15 guest-room floors. Guests arriving by automobile will be able to enter the center core of the building via ramps and park their cars on the same floor where their rooms are located. Space for some 400 automobiles will be available on the fourth through the 10th floors. A three-level basement garage will accommodate 300 more cars.

The ballroom, one of the largest in any hotel anywhere in the world, (approximately 20,000 square feet in addition to assembly and exhibit areas) will be divisible into any number of rooms up to nine. The room will seat 3,000 persons for a meeting and 2,500 guests for a luncheon or dinner. On the floor above, will be nine private dining rooms, each with a capacity of 50 persons.

Fire-proof, sound-proof and earthquake-proof, the building will have large screen television and hi-fi radio in each room.

The top four floors are to be built around a landscaped court—including a swimming pool, gardens and sun-bathing areas.

A 22-story office building—at the corners of Ellis and Taylor Streets—costing \$10 million, is also on the planning boards.

Another Hilton enterprise—the \$2,750,000, 302-room Hilton Inn at the International Airport, was officially opened June 15, 1959.

(*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)



HILTON'S HOSTELRY—1,200 rooms.



CANDLESTICK PARK PICNIC—Some 200 industrial, agricultural and civic leaders from San Joaquin Valley and hosts from the San Francisco business community lunched in the sun at Candlestick Park, new home of the Giants, as a highlight of the recent annual Valley Days, sponsored by the Chamber. Left to right (foreground) are: Sidney H. Keil, Manager of the Chamber Domestic Trade Department; Jack H. How, President of the Chamber; and Emmett Fitzpatrick, Luncheon Chairman.

Qantas Boeing 707 First Commercial Pure-Jet Aircraft Across Pacific

A Qantas Boeing 707 jet left San Francisco International Airport Tuesday on a history-making flight across the Pacific to Australia. The jet was the first commercial pure-jet aircraft to appear on the Pacific. Its captain, A. A. E. Yates, expected the aircraft to fly the 7,650 miles to Sydney in 16 hours.

The Qantas plane followed the historic route taken 31 years ago by the Southern Cross which made the first crossing of the ocean with its pioneering Australian-American crew. The "Cross" took 84 hours to make the crossing—nearly 70 hours longer than today's jet.

Two prominent personalities were on the historic flight: Sir Hudson Fysh, Australian aviation pioneer who founded Qantas 39 years ago and is still Qantas Board Chairman, and John Ulm, son of the illustrious flyer, Charles Ulm, who participated in the first crossing of the Pacific.

New Brochure Available For World Businessmen

"San Francisco Bay Area—Key to Profits in the Western USA" is the title of a brochure soon to be distributed to the public by the World Trade Department of the Chamber.

The folder outlines the market advantages available to world businessmen in this area and points out that the San Francisco Bay Area comprises the largest business and distribution area in the western United States.

San Francisco Quotes—

"Her gaze is ever West in the dream of her young unrest."

—GEORGE STERLING

Great Golden Fleet to Participate In Greeting U. S. Navy's First Fleet

The Great Golden Fleet of the Chamber—led by Commodore Dan E. London—will greet the U. S. First Fleet when some 15,000 men dock here July 17 for a four-day visit.

On Friday morning, July 17, the Citizens Committee aboard the boats of the Great Golden Fleet will meet the naval contingent under the Golden Gate Bridge and escort it to port as a highlight of a busy schedule planned for the visitors by the First Fleet Reception Committee, appointed by Mayor George Christopher. Supervisor J. Joseph Sullivan is General Chairman.



Dan E. London

Commodore London has invited all Bay Area boat owners to participate in the welcoming nautical parade.

An invitational reception for fleet officers will be held after Vice Admiral Ruthven E. Libby, Commander of the First Fleet, makes his official calls, according to Al F. Derre, Chairman of the Officers' Reception Committee.

San Francisco's annual dance for the sailors of the First Fleet will be held Saturday, July 18, from 8 p.m. until midnight, in the Rose Room of the Sheraton-Palace Hotel.



AMBASSADOR EXTRAORDINARY—Andrew Tully (center) who covers Washington, D.C., as a columnist and special writer for The San Francisco News and other Scripps-Howard newspapers, is shown receiving the rarely-bestowed card making him "Ambassador Extraordinary" of the Chamber. Making the presentation on behalf of the Chamber in the nation's capital were the city's two Congressmen, John F. Shelley (left) and William R. Mailliard. Tully was given the honor for having written a column May 7 extolling San Francisco as a "summit conference" site.

Tourism 'Explosion' in Pacific Area Foreseen

Air traffic to the Orient is bound to increase 250 to 300 per cent within the next three years, Robert B. Murray, Jr., Executive Vice President of the Pacific-Alaska Division of Pan American Airways, Inc., predicted at a recent luncheon meeting of the Aviation Section and Transportation Committee of the Chamber at the Commercial Club.

"San Francisco must work to meet the challenge of this tourist explosion," he added.

"Very soon such airlines as Qantas, Pan American World Airways and United Air Lines will be serving the Pacific by jet.

"Before jet, distances in the Pacific were self-defeating. Fares were high. Countries in

the Pacific were not attuned to tourist potential.

"There is just beginning to be awakened in the Pacific the realization that the tourist dollar is the biggest single dollar earner. We are on the verge of a real travel explosion.

"The 'flyover' factor will have a bearing on San Francisco's gateway position. We must continue to keep San Francisco as attractive as it is in order to get stopovers."

Sir Hudson Fysh of Qantas warned:

"In the face of the revolution of the jet, nothing is permanent. Your gateway position is liable to shift unless you look out for it."

San Francisco Business Activity Breaks All Existing Records

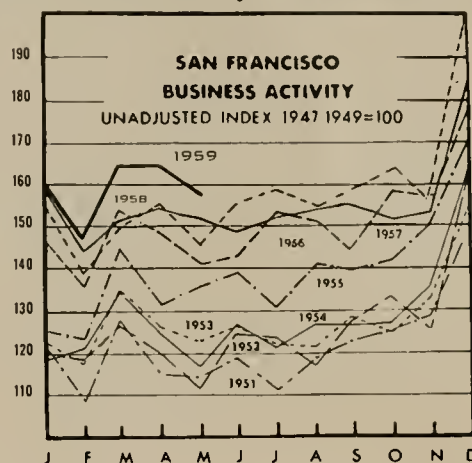
All records were broken for San Francisco Bay Area business activity during May and the first five months of the year, according to the Chamber Research Department.

The Chamber record business activity index of 157.1 for May topped a year ago by 7.5 per cent. The five months' activity index of 158.7 rose 7.7 per cent above the similar period last year.

Construction authorized in San Francisco continued at a record clip, with a five-month volume of \$43,544,424—nearly \$10 million or 28.2 per cent above last year. New non-residential accounted for \$21,408,633—or 180.5 per cent above a year ago. New residential accounted for \$11,811,514 and provided 1,086 dwelling units. Two-thirds of the units were apartments.

The nine-county Bay Area—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara and Sonoma—saw 21,056 dwelling units authorized for the five-month period costing \$230,100,000. Residential construction for May numbered 5,135 dwelling units authorized with a value of \$56,762,000—an average of \$11,054 a unit.

Real estate deeds recorded in San Francisco, 12 per cent ahead of last year, totaled 8,057.



Shares traded on the Pacific Coast Stock Exchange rose 108.2 per cent, market value 75.0 per cent. Bank debits in San Francisco were up 7.9 per cent over the five-month period.

Bay Region financial transactions for the first five months amounted to \$35.4 billion or \$3.6 billion more than a year ago.

Employment in the six-county metropolitan area—Alameda, Contra Costa, Marin, San Francisco, San Mateo and

Solano—set a new May high of 1,105,000—3.2 per cent above last May. Manufacturing topped all industrial groups with 204,600 employed, 5.2 per cent more than a year ago. The first five months' employment averaged 1,089,160—a gain of 2.3 per cent over last year. Unemployment in May dropped to 3.9 per cent of the labor force, compared to 5.7 per cent a year ago.

Average weekly earnings in the manufacturing industry in April (latest available figures) amounted to \$104.52 per week, 8.3 per cent more than a year ago.

Vehicle crossings over the Bay Bridge set a record of 15,129,122 for the first five months. The Golden Gate Bridge also set a five months' record of 6,960,526 crossings.

Out-of-State passenger cars entering through northern California gateways during the first five months increased 9.3 per cent, carrying 662,550 passengers.

San Francisco Port revenue tonnage for the five months was only slightly above a year ago. However, foreign shipments were up 25.7 per cent, accounting for 56 per cent of the tonnage.

Ship arrivals in San Francisco Bay were 5.6 per cent ahead of last year and the registered tonnage nine per cent above the five months of last year.

Truck movements led the five months of last year by 8.2 per cent.

Written inquiries from visitors and newcomers received by the San Francisco Chamber of Commerce were up 14.5 per cent.

Department store sales for the first five months increased six per cent in San Francisco and 10 per cent in northern California and the 12th Federal Reserve District. Merchant wholesalers sales on the Pacific Coast for the month of April were 16 per cent above a year ago. The first four months sales on the Pacific Coast average was 14 per cent above last year's same period.

Pacific Coast automobile equipment sales for the first four months topped the same period a year ago by 18 per cent; electrical apparatus, 13 per cent; electrical appliances, 24 per cent; furniture and furnishings, 20 per cent; hardware, 21 per cent; plumbing goods, 31 per cent; lumber and construction materials, 40 per cent; industrial machinery, three per cent; grocery (general line), 12 per cent; drugs, five per cent; tobacco, 16 per cent; and dry goods, four per cent. Fresh fruit and vegetable sales were off 11 per cent.

In the utilities field in San Francisco, electrical energy sales were up 4.1 per cent in May and 2.6 per cent for the five months. Commercial and industrial water sales increased 5.4 per cent in May and tied the five-month sales last year. May industrial and commercial gas sales were up 0.3 per cent but off 5.2 per cent for the five months.

The sun shines in San Francisco 66 of every possible 100 hours.

The San Francisco Chamber of Commerce, founded in 1850, is the oldest organization of its kind in the West.

Business Activity Through May, 1959

BRANCH OF ACTIVITY	MAY 1959	% from 1958	5 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX	157.1	7.5	158.7	6.7
CONSTRUCTION PERMITSTotal Number	955	—15.0	4,475	—0.1
Residential, New.....Value	6,815,141	19.6	43,544,424	28.2
Dwelling Units.....Value	3,193,221	40.9	11,811,514	—30.7
Single-family units, New.....Number	272	80.1	1,086	34.4
Non-residential, New.....Value	91	1.1	349	5.4
Additions, Alterations and Repairs.....Value	1,318,350	—10.3	21,408,633	180.5
Nine county dwelling units authorized.....Value	2,303,470	17.5	10,324,077	11.2
REAL ESTATE—Deeds Recorded.....Number	5,135	46.5	21,956	56.0
*RETAIL DEPARTMENT STORE DAILY AVERAGE SALESIndex	1,757	22.2	8,057	12.2
FINANCE —Bank Debits.....\$	119	3.5	114	6.5
Postal Receipts.....\$	4,272,362	9.9	21,551,840	7.9
Pacific Coast Stock Exchange.....Shares traded	2,882,233	18.6	14,942,249	20.0
Market value \$	3,531,133	39.3	25,129,556	108.2
COMMERCIAL FAILURES.....Number	81,611,765	24.4	458,465,498	75.0
INDUSTRY TREND —6 County Total Employment.....	9	—18.2	49	4.3
Mfg. Average Weekly Earnings.....(earnings) \$	1,105,000(p)	3.2	1,089,160(p)	2.8
Manufacturing.....(employment)	104,521(a)	8.3	68,720(p)	3.2
Construction, contract.....	204,600(p)	5.2	68,720(p)	9.0
Finance, insurance, real estate.....	71,300(p)	5.5	69,120(p)	1.9
Retail trade.....	69,300(p)	1.3	169,400(p)	4.6
Wholesale trade.....	170,000(p)	4.6	77,940(p)	0.8
Service.....	78,400(p)	1.7	185,280(p)	2.2
Trans., comm., & utilities.....	186,900(p)	2.9	108,080(p)	0.5
Agriculture.....	108,700(p)	1.4	17,480(p)	3.3
Govt.—Federal, state, city.....	19,900(p)	4.2	190,720(p)	2.8
Other.....	192,400(p)	3.1	3,440(p)	—0.6
TRANSPORTATION —Freight car movement.....Number	3,500(p)	—7.9	61,410	11.3
S. F. Airport—Planes In and Out.....Number	12,051	2.5	43,896(b)	7.3
Passengers Off and On.....Number	1,001(a)	10.9	1,158,561(b)	9.0
Air Mail Loaded and Unloaded.....Lbs.	302,564(a)	8.0	14,495,206(b)	16.6
Air Express Loaded and Unloaded.....Lbs.	3,590,523(a)	8.6	2,488,738(b)	—10.9
Air Freight Loaded and Unloaded.....Lbs.	676,435(a)	15.8	29,654,488(b)	24.2
Rail Express Shipments.....Number	7,891,765(a)	30.5	302,383	—5.2
Truck Movements—S. F. Area.....Index	56,741	—8.4	167.0	8.2
Out-of-State passenger car entries into No. Calif.....Number	173.3	5.5	275,567	9.3
Out-of-State passengers into No. Calif.....Number	72,706	5.3	662,550	8.7
PORT OF SAN FRANCISCO —Revenue Tons.....Total	175,490	4.0	2,318,780	0.7
Coastwise.....Revenue tons	484,199	—3.3	42,905	35.1
Intercoastal.....	12,270	38.7	150,586	8.8
Inland Waterway.....	44,114	91.5	824,087	—1.5
Foreign.....	161,405	—12.5	1,301,202	25.7
CARGO VESSELS (San Francisco Bay)	266,410	—6.3	2,022	5.6
Arrivals.....Number	413	—2.4	10,035,365	9.0
Millions of Registered Tons.....	2,099,954	1.1	7,188,077,000	—5.2
UTILITIES —Ind. & Comm. Gas Sales.....Cu. Ft.	1,265,546,700	0.3	160	2.6
*Elec. Energy Sales, K.W. Hours.....Index	151	4.1	779,670,000	—0.1
Water Consumption—Comm. & Ind.....Cu. Ft.	170,094,000	5.4		
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....Number	2,294	22.2	10,094	14.5
Bay Bridge Vehicle Crossings.....Number	3,187,566	17.0	15,129,122	8.3
Golden Gate Bridge Vehicle Crossings.....Number	1,507,776	2.2	6,960,526	9.8
FRUITS & VEGETABLE RECEIPTSCarlots	3,962(a)	16.7	14,140	9.4
LIVESTOCK SLAUGHTER (Insp. Dists.).....Number	111,000(a)	11.0	441,000(b)	16.7
*S. F. CONSUMER PRICE INDEX—All Items.....	129.0(c)	1.8		

* Index Base (1947-1949 Monthly Average = 100); (a) April latest; (b) 4 months; (c) March quarterly; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

with JIM WARNOCK

THE RED RAVEN, a new dining spot at 609 Market Street, will open Wednesday, July 8, according to Hal Manning and Charles Teran, Managers. . . . Charles Lunny, formerly with Ernie's and the Sheraton-Palace, is the chef. . . .

JACK H. HOW, Chamber President, participated in the recent dedication of the new \$1,800,000 California State Automobile Association building at Van Ness and Hayes Street, headquarters for the Association's inter-insurance bureau, with offices in 48 other California communities and in Reno and Las Vegas. . . .

OFFICIALS ATTENDING the unveiling of the new Safeway store on Marina Boulevard between Laguna and Buchanan Streets included Jack H. How, President of the Chamber, Sherman P. Duckel, Chief Administrative Officer, and Roger Lapham, Jr., President of the City Planning Commission. Two murals by San Francisco artist John Garth also were unveiled by Mrs. Quentin Reynolds, wife of Safeway's San Francisco Division Manager and Chamber Director. . . .

MAYOR GEORGE CHRISTOPHER and Walter A. Haas, President of the Recreation and Park Commission, dedicated four new handball courts and unveiled the John J. Condon plaque last Sunday in Golden Gate Park. The courts, built at a cost of \$58,000 with funds appropriated from the 1955 Recreation Bond Issue, are constructed according to the latest design, including glass backwalls. . . .

GOVERNOR EDMUND G. BROWN has hailed the 1959 State Legislature as "the finest and most productive Legislature in the history of the State." The budget, which appropriated more than \$2,224,000,000 for the 1959-60 fiscal year, was called by the Governor a "triumph of true economy." Chief among the additions to the budget were items requested by him to make a start on the giant state-wide water program with more than \$83 millions allocated for that purpose. . . .

"SAN FRANCISCO—MY ENCHANTED CITY" has been made into an automatic tape recorder, colored slide production in a cooperative project by the Chamber Publicity Department, Seal Records, Atkins Travel Slides and Harry McCune Sound Service and may be booked for showings to groups through the McCune organization, YUkon 2-1878. The production takes 22 minutes. There is a fee for equipment and projectionist time. . . .

CHINATOWN HANDY GUIDE, 128 pages of data and photographs about San Francisco's colorful oriental colony, has just been published by The Chinese Publishing House, 1170 Phelan Building, San Francisco 2. John T. C. Fang edited the publication with a staff which included Wah Lee, Goodman Loy and Pat Mullaney, and photographers Edward Lee, Chunglong Lo and James Chan. Everything from bird's nest soup to chop suey is treated in the comprehensive guide. Copies, 75 cents each, can be obtained from the Chinese Publishing House. . . .

"ECONOMIC GROWTH AND INFLATION" is the theme of the 18th annual Business Conference, July 19-22, sponsored by the Stanford University School of Business, according to Ernest C. Arbuckle, Dean of the Graduate School of Business. . . .

WALTER S. JOHNSON, who donated \$2 million for restoration of the Palace of Fine Arts, was given a civic luncheon Wednesday noon, June 24, in the California Room of the Hotel St. Francis, sponsored by the Downtown Association. Jules Charbonneau's exhibit—"the largest collection of the finest objects in the world" was a highlight of the luncheon.

NEW MEMBERS OF THE CHAMBER



Victor P. Morabito J. D. McPherson Jack Edmond Dennis E. L. Roberts Minnie B. Riley

New members recently added to the Chamber roster include the above (left to right):

Victor P. Morabito, President, *San Francisco 49ers*; J. D. McPherson, President, *Airborne Freight Corporation*; Jack Edmond Dennis, Vice-President, *Pickman Trust Deed Corporation*; E. L. Roberts, President, *E. L. Roberts & Co., Inc.*, San Leandro; and Miss Minnie B. Riley, Director, *Riley's School* (Hotel-Motel and PBX-Receptionist Training).



CROSS-TOWN MOVING—Cyclops Iron Works—founded in 1873 as a general machine shop, and the first manufacturer of overhead traveling cranes, gantry cranes and hoists in the Far West—has announced expansion plans involving construction of a \$500,000 plant in the Candlestick Park industrial area. Ray Etienne (center), President of the company, refused to move to the suburbs. He found a site for his operation on Jennings Street. Instrumental in relocating the project were (left to right): Scott Chandler of Real Estate Equities, Inc., representing the investor's group; G. H. Powell Humphrey, representing Etienne's firm; Louis Poletti of Poletti Realty, representing the property owner; and Elvin C. Stendell, San Francisco contractor, who will erect the 45,000-square-foot plant—including offices, manufacturing area, display rooms, and parking.

GENERAL ELECTRIC COMPANY has transferred its atomic products division headquarters from Schenectady, N.Y., to Palo Alto, according to Dr. Lyman R. Fink, General Manager of the division which employs 13,700 in four states. The move marks "the establishment of the company's first division headquarters to locate in the West and marks another step in General Electric's western growth that has seen its investment and employment double during the decade," Fink said. . . .

THE OPENING of Paul Masson's new Champagne cellars in Saratoga—where the wine company was founded 107 years ago—was celebrated recently by a large group of invited guests, including Mayor George Christopher of San Francisco, Governor Edmund G. Brown, Assistant Secretary of Commerce Henry Kearns, Mayor Burton Brazil of Saratoga, President Don McColly of the Wine Institute, and stage, screen and television star June Lockhart. . . .

LEADING PACKAGING CONSULTANTS from Norway, Sweden, Denmark, Italy, Austria and Germany visited the studios of Walter Landor & Associates, industrial designers, recently to study American techniques in the field. . . .

THE SAN FRANCISCO Recreation and Park Department's Photography Center, 50 Scott Street, will exhibit the renowned photographic collection "San Francisco Weekend" Tuesdays through Thursdays, 3:30 to 7:30 p.m., and Saturdays and Sundays, 1-5 p.m., June 23 through July 24, with no charge to the public. The collection is the work of 42 local photographers presenting a magnificent cross-section of contemporary city life. The United States State Department has purchased an entire set of these pictures and has exhibited them in 59 foreign countries. . . .

N. GRAY & CO.'S 110th year in business—making it one of America's oldest funeral directors—was observed Wednesday. N. Gray & Co. is one of the few firms of its size that is still managed by descendants of the founder. Kendrick W. Miller, present head of the company, is a great-grandson of Nathaniel Gray who founded the business with a two-room wooden building and a wagon covered with black cambric and drawn by two mules. . . .

AMERICAN AIRLINES' jet fleet of 707 and Electra flagships logged 20.5 million revenue passenger miles in June, a new all-time daily mark for the airline industry. . . .

A NEW FLIGHT KITCHEN, which makes use of closed-circuit television and other advanced culinary equipment, has been opened by United Air Lines, one of 15 units operated on the 14,000-mile system and designed by Skidmore, Owings & Merrill.



THE FORMER HIPPODROME Dance Hall—in the heart of San Francisco's Barbary Coast—is now the site of International Carpet Mills, Inc., the West Coast's largest floor covering showroom. President Derek H. Barker, who is also president of International Floorcoverings, Inc., and a recognized authority in the industry, redecorated the premises to display a quarter of a million dollars worth of imported and domestic carpets, broadlooms and rugs. The showroom also includes the Amtico Division of American Biltrite Rubber Co., one of the largest smooth surface floor covering firms in the world.

More Than \$119 Million Committed for Factories In Northern California

A total of \$119,556,678 was committed for 331 factory projects in Northern California during the first three months of this year, according to the Industrial Department of the Chamber.

The figure includes \$105,791,948 for 244 expansions and \$13,764,730 for 87 new plants.

The Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—accounted for \$111,422,678 of Northern California's 48-county total. Of this, \$98,720,448 was committed for 202 expansions and \$12,702,230 for 75 new plants.

San Francisco committed \$3,046,000 for 58 projects—including \$2,483,000 for 38 expansions and \$563,000 for 20 new plants.

The food and kindred products industry initiated the greatest number of projects, 65 in all. Largest single project announced was Cal-Best Poultry's new \$900,000 Fresno plant. Other large expansions included Stella D'Oro Biscuit Company, San Leandro, a reported \$750,000; plant and warehouse expansions by Norbest Turkey Growers Association of Sacramento, and Hunt Foods, Inc., at Oakdale, \$600,000 each; and F. M. Ball & Company's (a division of the Hawaiian Pineapple Company, Ltd.) purchase of land construction of a distributing warehouse, \$500,000.

The largest amount recorded for any industrial group was \$45,754,000 for the primary metals industry.

CUMULATIVE TOTALS FOR THE

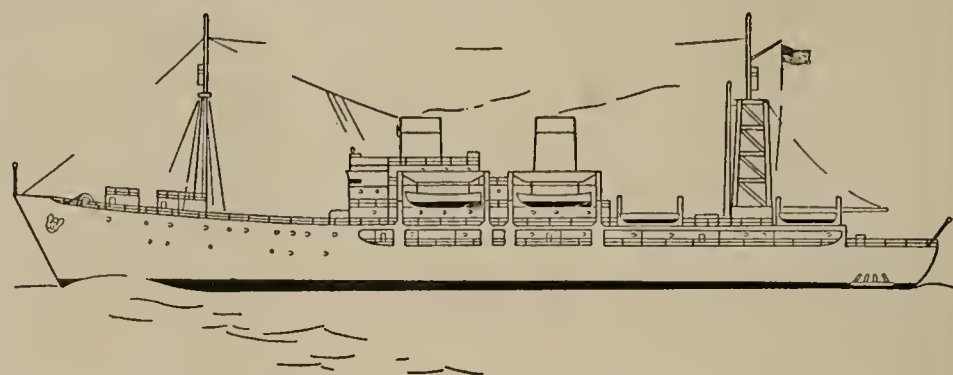
San Francisco			
20 New Plants	76 Jobs	\$	563,000
38 Expansions	190 Jobs		2,483,000
58 Projects	266 Jobs	\$	3,046,000
Bay Region			
75 New Plants		\$	12,702,230
202 Expansions			98,720,448
277 Projects		\$	111,422,678
Northern California			
87 New Plants		\$	13,764,730
244 Expansions			105,791,948
331 Projects		\$	119,556,678

Chamber Calendar

July 16 — TRANSPORTATION COMMITTEE—Room 200, Chamber, 1:30-4:00 p.m.
Discussion of CAB Docket #7723, Trans-Pacific Route Case.

July 17 — REGIONAL PROBLEMS SECTION and STREET, HIGHWAY & BRIDGE SECTION JOINT MEETING—Room 200, Chamber, 10:30 - 12.

Progressogram No. 44



TRAINING SHIP 'Golden Bear' . . . college on the high seas . . .

California Maritime Academy Unique in West

San Francisco Bay, one of the finest harbors in the world, also has one of the best merchant marine training schools on the face of the globe.

That would be the California Maritime Academy—the West's only maritime college—located on the north shore of the Carquinez Straits just south of Vallejo.

Set in a great maritime province, which faces the largest ocean on earth, and has a coast line containing more deep water ocean ports than any other state, the Academy trains young men to become licensed officers aboard United States merchant marine flagships.

One of five such academies in the country, it was established in 1929 as a unit of the State Department of Education on the collegiate level. Its avowed mission is to "give instruction in the science and practice of navigation, seamanship, steam, diesel and electrical engineering to fit students for the maritime profession."

The course at the Academy, now supervised by Commodore Russell M. Ihrig, U. S. Navy (Ret.), entails three years of study which costs the student about \$2,000 (including uniforms, textbooks and subsistence).

A Bachelor of Science degree in Nautical Science is given to those who successfully complete the deck course; the engineering course leads to a B.S. in Marine Engineering. Students also receive either a Third Mate or Third Assistant Engineer's license upon passing the U. S. Coast Guard examination and may apply for a commission as Ensign, U.S.N.R., upon graduation.

The Academy has a 67-acre campus and a deepwater pier which provides berthing space for the training ship GOLDEN BEAR and a boat basin for power, sailing and rowing boats.

The Golden Bear, a 7,040-ton, 16-knot vessel is fitted with classrooms, reading and recreation rooms, a machine shop, and the most modern equipment—including steam and diesel-powered auxiliaries and turbo-electric propulsion. An attack cargo vessel built during World War II, she served in the later campaigns in the Pacific, and was later used to transport Chinese Nationalist troops.

"Ships—the lifelines of world trade—need highly-trained personnel to run them," the Commodore states.

"We must have men highly competent in the seagoing profession to shoulder the heavy responsibilities of delivering the mighty flow of trade in and out of our harbors if the severe competition of ships under foreign flags is to be met. A great maritime province should have the most highly skilled mariners, educated and trained for the purpose."

Hugh Gallagher, a member of the Chamber Shipbuilding Committee, and a graduate of the school, is on the Academy's Board of Governors.

The institution will be honored when Mayor George Christopher of San Francisco proclaims Tuesday, July 14, as "California Schoolship Day."

[*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.]

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

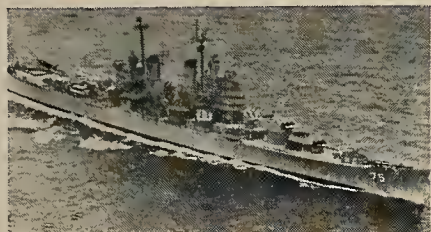
JOSEPH I. HAUGHEY, Editor

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Circulation: 9,000 this issue



'Great Golden Fleet' Greets the First Fleet



USS HELENA ... steams through Golden Gate

"Fleet met fleet today."

The U. S. First Fleet—some 25 ships and 15,000 men—was met by the "Great Golden Fleet" of the Chamber at noon under the Golden Gate Bridge.

The Navy unit, Vice Admiral Ruthven E. Libby, USN, Commander, held a formal review prior to embarkation of the reviewing party and honored guests in the missile-carrying heavy cruiser USS HELENA which anchored inside the Golden Gate Bridge.

Chamber Signs New Lease on Property

Benjamin H. Swig—reflecting his interest in the civic progress of San Francisco—the Chamber has entered into a new lease on premises which it occupies at 333 Pine Street for a period of ten years, beginning January 1, 1960, according to G. L. Fox, General Manager.

The location is "an exceedingly strategic one for the Chamber and the building is readily adaptable to the Chamber's purposes," according to Fox.

"While the new lease provides for an increase in rental, the new terms are eminently satisfactory to the Chamber and reflect a generous contribution by Mr. Swig to San Francisco's major civic organization."

Chamber Studies Creative Design Center Plan

Formation of the Steering Committee for a San Francisco creative design center has been announced by Jack H. How, President of the Chamber.

"The committee will evaluate the creative work being done in San Francisco in many fields of design—industrial, architectural, interior and fashion," How said. "It will act as a clearing house for information on the original professional work being done and encourage participation in a center by professional organizations. The Chamber is the sponsoring organization and will coordinate publicity covering the field."

Ted Moulton, A.I.A., of Heffron & Moulton,

Fall Fashion Season Opens with Open-Air Preview of New Styles at Union Square

The fall fashion season will open for the fifth successive year here with open-air showings of women's and children's wear July 23 and 24 at 12:30 p.m., in Union Square, according to Andre Dubbs (Jane Andre), President of San Francisco Fashion Industries.

Major local stores will tie in window displays and ads with the shows, a civic event proclaimed by Mayor George Christopher and sponsored by a civic committee of prominent retailers and San Francisco manufacturers in cooperation with the Chamber.

The event is chaired by Supervisor Clarissa S. McMahon and Ellen Magnin Newman, Joseph Magnin Co. Merchandise Executive.

Eleven of San Francisco's most typical and fashion-smart "White Collar girls" have been selected to model alongside professional models. Included in the group is Denise Prendergast, Chamber receptionist, who will model garments for The Emporium.

Other "White Collar" girls include Diane Pinard, American Trust Co. who will model for Capwell's; La Verne Thoerner, Bank of America, for I. Magnin; Nancy Smalley, California Packing Corp., City of Paris; Yolanda Albo, Metropolitan Social and Athletic Association, Hale's; Rosalie Saens, Pacific Gas & Electric Co., Joseph Magnin's; Sheila



Denise Prendergast

Harrington, Pacific Telephone and Telegraph Co., Livingston's; Mary Elizabeth Glenn, Southern Pacific, Macy's; Barbara Kjersem, Standard Oil Company of California, White House; Carol Triplett, United Air Lines, H. Liebes; and Martha Wilson, Wells Fargo Bank, Roos/Atkins.

The girls were chosen by San Francisco's major newspaper fashion editors from local firms who are the largest employers of women outside the fashion business.

Purpose of their participation is to "visually demonstrate that San Francisco's fashion industry and retailers cater to the fashion requirements of the 'White Collar' girl."

Each girl will appear once each day in a costume from one designer and one store.

The contestants have received modeling instructions at the House of Charm, whose director, Nerice Fugate, is coordinator of the event, and merchandise gift orders from the stores whose clothing they will wear.

This year's show will be televised in "living color" locally over KRON-TV, Channel 4, by the Leo J. Meyberg Co., northern California distributors for RCA. The Meyberg Company will supply RCA television receivers to stores in the Bay Area for the telecast.

S. F. School of Design Is "First in Fashions"

One of the reasons that San Francisco, the cultural center of the West, has a reputation for having the best dressed persons in the area is the San Francisco School of Design, 150 Powell Street.

The school's Director, Marco J. Mimmo, is noted among local professional designers as an expert in Italian and Japanese design.

There should "never be a year in which there is not a 'first'" — that's Mimmo's motto. Two "firsts" have been accomplished this year. They are:

- the acceptance of students from other countries studying under student visas;
- the enrollment of students already working in the fashion industry itself.

The result: enrollment in both day and night classes has increased 50 per cent over last year.

"To guard self respect and social prestige, the manner in which we dress is essential, which explains why design offers endless opportunities and—to the designer par excellence—a limitless future," Mimmo explains.



FOUR LEADING SAN FRANCISCO DESIGNERS show examples of the original work going on in many related fields—architecture, interior, industrial and fashion. The fashions were especially created for the recent J. P. Stevens fashion luncheon honoring Union Square Fashion show, to be held July 23-24, and area designers. Left to right are: Mollie Stoll of Sara Simon Dress and her resort costume, (modeled above); Betty Clyne and her taupe evening gown; Lyle Griswold of M. R. Fleischman and Roublon Editions' "after five" costume; and Rhoda Pack and her tweed-leather "Garbo" hat and coat. The models are from Duarte.

San Franciscana S.F. HAS A 'TEXTILE TYCOON'

"The most spectacular man in the American coat and suit business."

That's how they describe San Francisco-born Adolph P. Schuman, President of the Lilli Ann Corporation and winner of France's highest award, the Legion of Honor, for having saved the French textile industry.

Schuman, ex-sports writer and boxer out of Lowell High School, began in the fashion industry with \$800 in borrowed capital, starting a two-machine operation in a dank Chinatown basement. Now one of the world's largest manufacturers of high-styled women's suits, coats and dresses, Schuman purchases \$2 million worth of French materials a year.

On a tour of Europe Schuman studied mills at Rodier, Roubaux and Elbeuf in Normandy, d'Hounichy in Picardy, Tiziano in Palermo, Berilacqua in Verano and dozens of other fabric establishments. He noted that the French humming looms were within the shadow of bankruptcy. He asked French mill owners: "Why not leave the same design on your looms and run off miles of superb fabrics instead of a few yards?"

Schuman then proceeded to contract for the entire output of a mill for four or five months with the mill running off as much as 5,000 yards of a single design for him.

The quality remained the same—only the quantity increased. The result was that Schuman got finely finished fabrics—the sort which cost Dior \$35 a yard—at \$8 and \$9 a yard, including duty.

Schuman, who resides in Hillsborough and has his offices at 2701 16th Street, was given the Legion of Honor in 1954 for having rescued the French industry from oblivion, and later was made an official of that body. He also has won the Star of Solidarity from Italy for having revived that country's silk industry. As Chairman of the World Trade Authority, he recently was cited by the Committee de Prestige et de Propagande Nationale for stimulating trade between France and the United States.

A loyal native son, Schuman was determined to establish his industry in San Francisco despite the fact it would cost him close to \$1 million a year to develop his Lilli Ann enterprise locally. No women's clothing manufacturer, he realized, had ever succeeded in San Francisco with an annual volume of more than \$2 million. Thinking in terms of yearly volumes of \$10 million or more, Schuman developed a sound and aggressive sales organization and trained women workers—a thing unheard of in the industry—to compensate for the million-a-year differential between operating in New York and operating here. He also concentrated on speeding up machine work and handling.

"Following that, we went after materials from all over the world wherever the best was made and ceased worrying about trying to compete with Eastern manufacturers for the output of New England mills," Schuman said.

(A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

Industrial Expansion in Northern California Keeps Pace with Population Growth

Industrial expansion in northern California is keeping pace with its population growth with \$140,369,698 committed for 465 projects during the first four months of 1959, according to the Chamber.

The figure showed an increase of \$35,570,998 over the similar period of last year.

Included in this year's first four-month total was \$125,986,468 for 351 expansions and \$14,383,230 for 114 new plants.

The San Francisco Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—accounted for \$130,483,188 out of northern California's 48-county total. Of this, \$117,212,458 was committed for 284 expansions and \$13,270,730 for 99 new plants.

San Francisco committed \$3,496,000 for 71 projects—including \$2,778,000 for 44 expansions and \$718,000 for 27 new plants.

CUMULATIVE TOTALS FOR THE FIRST FOUR MONTHS

<i>San Francisco</i>		
27 New Plants	\$ 718,000	105 Jobs
44 Expansions	2,778,000	214 Jobs
71 Projects	\$ 3,496,000	319 Jobs
<i>Bay Region</i>		
99 New Plants	\$ 13,270,730	
284 Expansions	117,212,458	
383 Projects	\$130,483,188	
<i>Northern California</i>		
114 New Plants	\$ 14,383,230	
351 Expansions	125,986,468	
465 Projects	\$140,369,698	



GIVING NEW LOOK TO corner of Union Square is Matson Lines' new passenger sales office at Powell and Geary. In quarters formerly occupied by Union Pacific Railroad, Matson completely remodeled the facility to provide a total of more than 6,000 square feet of office space, including main floor, mezzanine, second floor and basement service area. Gardner A. Dailey was the architect. Impressive mural showing routes served was done by Antonio Sotomayer.

Hitting the High Spots

with JIM WARNOCK

WILLIAM J. BIRD, Executive Vice President of the Greater Boston Chamber of Commerce and former Manager of External Affairs for the Chamber of Commerce of the United States, has been elected Western Vice President of the John Hancock Mutual Life Insurance Company. He will be the senior officer of the company in 12 western states, including Alaska and Hawaii. . . .

THE FULLMER-BASILIO middleweight championship bout, to be held at the Cow Palace August 28, should "draw the biggest boxing gate in the history of San Francisco," according to Benny Ford, local fight promoter. Seat reservations, \$30 ringside, \$25 center elevated, \$25 side elevated, \$25 box, center, \$20 side box, \$15 center dress circle, \$10 side dress circle and \$5 corner, can be made by calling Ford at PRospect 6-6066. . . .

OUTSTANDING GOLF Pros of the world—including Mike Souchak, Gene Littler, Art Wall, Jr., Billy Casper, Byron Nelson, Bob Rosburg, Ken Venturi and company—will compete for \$45,000 in prize money at the Golden Gate Championship tourney September 21-27, at Harding Park—an official event of the Pacific Festival. . . .

DAN E. LONDON, First Vice President of the Chamber, represented the City and County of San Francisco at the dedication of the new Coyote Dam and Lake Mendocino near Ukiah recently at the request of Mayor George Christopher. He carried the city's greetings to the residents of Sonoma and Mendocino Counties, State and Federal officials and others taking part in the ceremony. . . .

GOVERNOR EDMUND G. BROWN recently signed a bill changing the opening of crab season to the second Tuesday in November to permit crab to be available for the annual Fisherman's Fiesta at Fisherman's Wharf. . . .

WILLIAM A. HENDERSON, Vice President and Cashier of Crocker-Anglo National Bank, has been elected President of The Fraternity Club of San Francisco. Also elected were Paul Shannon, Senior Marketing Specialist, Standard Oil Company of California, Vice President; Herbert T. Sanstrom, Assistant Vice President, American Trust Company, Secretary; and E. B. Soper, Manager Systems and Services Division, Standard Oil, Treasurer. . . .

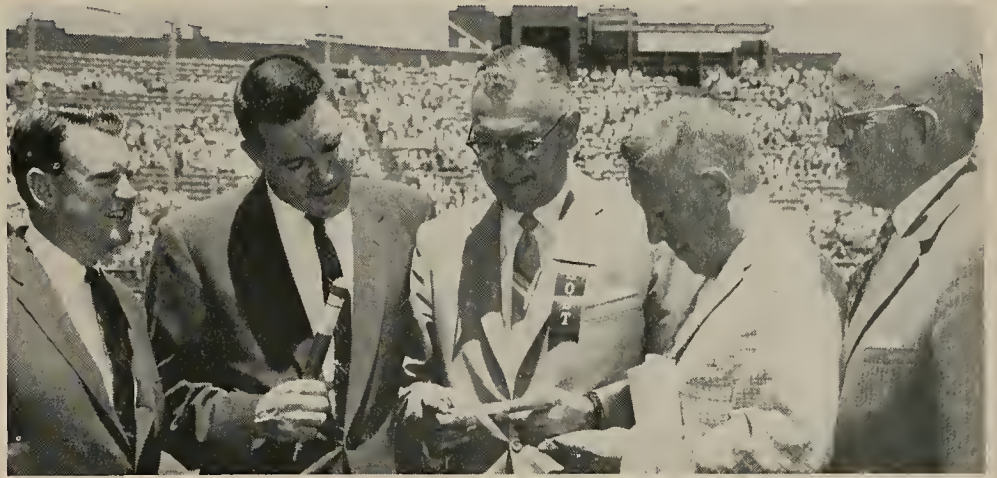
NEW SMALL BUSINESS FIRMS opening in San Francisco and Marin Counties are being offered a month's free bookkeeping service by Associated Business Services, San Francisco, according to Ed Voss, President. The free service is limited to concerns doing or expecting to do a gross annual sales volume of under \$100,000. HEmlack 1-3640. . . .

WILLIAM CULLENWARD, veteran Bay Area newspaper, radio and advertising man, will reactivate the family advertising agency Eric Cullenward & Associates under the name of Cullenward & Associates. . . .

TOWERS, PERRIN, FORSTER & CROSBY, Inc., consultants and actuaries on employee benefit plans, will open an office at 411 Russ Building with William Mariner as resident consultant in charge. . . .

AMERICAN TOURISTS will spend \$163 million in the Pacific this year, and businessmen, government officials and military personnel will leave another \$16 million there, according to William D. Patterson, Associate Publisher of the Saturday Review, writing in the ASTA Travel News. . . .

PACIFIC COAST STOCK EXCHANGE dollar volume and share volume figures continue to be substantially ahead of the figures set by the previous year, according to George W. Davis, Chairman of the Board. Dollar volume for May 1959 was \$81,611,765, which exceeded the May 1958 figure of \$65,624,491 by \$15,987,274, an increase of 24.36 per cent. . . .



"AMBASSADORS EXTRAORDINARY"—Russ Hodges (second from right) and Lon Simmons (second from left), KSFO sportscasters who carry the Giants' baseball games over the Golden West network, receive "Ambassador Extraordinary" cards from Jack H. How during a recent game at Seals Stadium. To the left is William Shaw, General Manager of the popular San Francisco station, and to the right is G. L. Fox, General Manager of the Chamber. The sportscasters were cited for having carried San Francisco's fame to the far corners of the globe.



GROUND BREAKING—Harold S. Dobbs, President of the San Francisco Board of Supervisors, President of the Lighthouse for the Blind and local attorney—flanked by Kathy and Bonnie, blind youngsters of the Lighthouse—participated in a recent ceremony dedicating the new Lighthouse property at Bush and Divisadero Streets preceding the building of a \$500,000 edifice. Winfield S. Rumsey of the American Foundation for the Blind has recently been appointed First Executive Director of the Lighthouse.

JAMES P. WILSON, Manager of the Chamber World Trade Department, and attorneys Murray Richards, President of Alliance Francaise, and Stanley Wiegel, President of the San Francisco International Hospitality Center, were presented the decoration of Chevalier of the Order of Leopold II during a reception recently at the Belgian consul general's residence. The honor, given "in recognition of services in strengthening ties of friendship and commerce between the United States—particularly in the San Francisco Bay Area—and Belgium" was bestowed on behalf of King Baudouin by Belgian Consul General Marcel Rijmenans. . . .

JAMES A. BACIGALUPI, JR., Administrative Assistant to the President of Crocker-Anglo National Bank, has been elected 1959-60 President of the San Francisco Chapter of the American Institute of Banking. The San Francisco Chapter, with a membership numbering about 3,000, is one of the largest of more than 500 chapters and study groups. . . .

"GIVE A CAR A MAN Who Can Drive"—a new 14-minute traffic safety film, has just been released by Richfield Oil Corporation. Schools, clubs and safety-promotion organizations can have it shown by calling EXbrook 2-3010, Extension 220. . . .

ROBERT W. ZINKHON has been named Director of Public Relations for the Western Merchandise Mart. The newly-created post includes supervision of advertising and publicity and assistance in other management areas. . . .

JEFFREY W. MEYER is the new president of Wilson & Geo. Meyer & Co., 109-year firm and one of the West's leading distributors of agricultural and industrial chemicals and plastics. . . .

HAROLD V. STARR, Manager of the Civic Development Department of the Chamber, simulated banker Billy Ralston, and Joe Haughey of the Publicity Department represented Claus Spreckels, oldtime "Sugar King," at the recent cable car engagement party of Bob Abbott, a public relations man, and Marialyce Tyler of KGO. Emperor Norton, Leland Stanford, Mammy Pleasant and Bishop Alemany were among the old-time historic San Franciscans represented at the party which saw more than 80 persons "cable-carrying" during the pre-nuptial festivities. . . .

FREEDOMS FOUNDATION OF VALLEY FORGE has designated the 1958 Northern California Invest in America Committee as a recipient of the Honor Certificate Award for its "outstanding economic education program", according to Carl F. Wentz, 1958 General Chairman of the Northern California Committee. The award marks the second time in the past three years that the Northern California program has been singled out by the Freedoms Foundation. The 1956 program was awarded the George Washington Honor Medal for its "outstanding achievement in bringing about a better understanding of the American Way of Life". . . .

CHINESE CHAMBER OF COMMERCE recently installed new officers for 1959-60: President, Dr. T. Kong Lee, importer-publisher; First Vice President, Robert S. Lee, merchant; Second Vice President, Paul H. Louie, importer-financier. New board members elected to serve for the next two years are: Wm. J. Chow, H. K. Wong, David Shew, S. King Wong, Chas. Jung, Andrew Lowe, George Fong, James J. Mock, Jack Wong Sing, T. Y. Chen, and Chuck Louie. Executive officers: Finance, James Loo and J. K. Choy; Organization, P. C. Quock; Public Relations, Charles J. Jung; Publicity, H. K. Wong; Promotion, Hong Guey; Chinese Secty, S. King Wong; Business Research, George Fong; Business Welfare, Charles Eng; and Auditor, David Shaw. . . .

Auditorium, Palace of Fine Arts and Ferry Park Bond Issues Gain Approval

Three bond issues on the November ballot have been approved by the Chamber Board of Directors, according to Jack H. How, Chamber President. They are:

- Proposition "A" ("A for auditorium"), a \$7,575,000 bond issue to renovate the Civic Center Auditorium.

- The \$2,967,250 Ferry Building Park bond issue.

- The \$1,800,000 proposal to rehabilitate the Palace of Fine Arts.

Action on the first proposition—previously approved by the Mayor's Bond Screening Committee—resulted from recommendations of the Civic Development Committee, Arthur J. Dolan, Jr., Chairman; the Capital Improvement and Land Use Section, Raymond D. Smith, Chairman; the Tax Section, E. V. Donovan, Chairman; and the San Francisco Municipal Conference, Lloyd Graybiel and F. F. Magruder, delegates.



Arthur J. Dolan, Jr.

"Rehabilitation of the Civic Center Auditorium has become imperative because of the gradual deterioration of the auditorium which was built in 1914," Dolan said. "With an additional 60 meeting rooms, for which there is undeniably a tremendous need, the building could serve for a period of from 25 to 30 years in fulfilling a part of the requirements needed for conventions, trade shows, expositions and local cultural and recreational use."

Support of the Ferry Building Park issue resulted from recommendations of the Capital Improvement and Land Use Section, the Municipal Conference and the Tax Section, E. V. Donovan, Chairman. "The Ferry Building Park would provide great impetus to and would be an integral part of the Golden Gateway project," Donovan commented.

Approval of the bond issue for rehabilitation of the Palace of Fine Arts came after recommendations of the Civic Development Committee, the Capital Improvement and Land Use

Section and the Municipal Conference.

"Last year a \$3,600,000 bond proposal for the project was narrowly defeated by the voters," Smith said. Since that time the city has been made the recipient of a \$2 million gift from Walter S. Johnson which provides the funds required to match the \$2 million earmarked by the State.

"In addition to being a building of great beauty and historic interest, the Palace of Fine Arts, when restored, will prove extremely beneficial culturally, recreationally and educationally besides proving an invaluable asset as a convention facility."

Nine S. F. Restaurants Lauded by "Holiday"

Substantiating the claim of the Chamber that San Francisco has "more excellent restaurants in more price ranges than any other city of its size in the country," nine restaurants have received the eighth annual HOLIDAY Magazine award for "distinctive dining."

At least 99 others in the city possibly should have been similarly honored, the Chamber pointed out. There are conservatively, nearly 2500 restaurants in the city.

San Francisco received the largest number of awards of any U.S. city other than New



PALACE OF FINE ARTS—The Chamber backs the future of a past glory. . . .

York.

Holiday's selections, "based on knowledge of, and visits by, *Holiday* personnel":

Alexis Tangier . . . "continental elegance on Nob Hill . . ."

The Blue Fox . . . "fine Italian cuisine . . ."

Ernie's . . . "old time San Francisco atmosphere, relaxing, varied menu . . ."

Fleur de Lys Restaurant . . . "excellent French cuisine and wines . . ."

India House . . . "one of world's fine curry restaurants . . ."

Jack's Restaurant . . . "rich masculine flavor . . ."

Kan's . . . "great Chinese restaurant . . ."

Trader Vic's . . . "wonderful South Seas food and drinks . . ."

Yamato Sakiyaki House . . . "Japanese food in authentic atmosphere . . ."

NEW MEMBERS OF THE CHAMBER



Ronald D. Rockwood Ruben V. Mendoza Marco J. Mimmo Chester D. Lafferty Adolph P. Schuman

New members recently added to the Chamber roster include (above, left to right):

Ronald D. Rockwood, C.P.A., Partner, *Egan, Sites & Lala*, Certified Public Accountants; Ruben V. Mendoza, President and General Manager, *Sanomatic Philippines*; Marco J. Mimmo, Owner and Director, *San Francisco School of Fashion Design*; Chester D. Lafferty, *Industrial Properties Consultant*; and Adolph P. Schuman, President, *Lilli Ann Corporation*.

Chamber Calendar

July 17 — REGIONAL PROBLEMS SECTION and STREET, HIGHWAY & BRIDGE SECTION JOINT MEETING—Room 200, Chamber, 10:30-12.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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Program to Correct 'Critical Highway Deficiencies' Backed

Recommendations for a high priority program to correct the most critical San Francisco highway deficiencies have been approved by the board of directors of the Chamber.

Contained in a report to the board by the Civic Development Committee (Arthur J. Dolan, Jr., Chairman) and the Street, Highway & Bridge Section (Leonard S. Mosais, Chairman), the recommendations will be presented at a public hearing of the Highway Commission in Sacramento August 27.

They were prepared in cooperation with the San Francisco Freeway Technical Advisory Committee and representatives of District IV of the California Highway Department. (The San Francisco Freeway Technical Advisory Committee is composed of the Chief Administrative Officer, representatives of the Dept. of Public Works, Fire Department, Recreation & Park Dept., Municipal Railway, S.F. Police Dept., City Planning Dept., and the S.F. Unified School District).

Recommended were construction and right of way allocations for portions of the Southern Freeway, Routes 225 and 2, the Golden Gate Bridge Approach, Routes 2 and 56 (to be constructed only after approval by the Board of Supervisors), the Embarcadero Freeway, Route 224, and landscaping portions of the Southern, Bayshore and Central Freeways.

Southern Freeway construction would continue from the end of the presently budgeted

project at Milton Street to the end of the adopted route at Orizaba Avenue, a distance of 2.8 miles, at an unbudgeted cost of \$11,400,000.

Golden Gate Bridge Approach would include Route 2 from the Richardson Avenue "Y" to interchange with Route 56 and pro-

Route 55 to a junction with the Southern Freeway at Orizaba Avenue; extension of the Southern Freeway from the Bayshore Freeway to a junction with the Embarcadero Freeway at Howard; and completion of the Hunters Point Freeway, Route 253, from the Bayshore Freeway near South County line to a



VIEWED FROM THE SOUTH, San Francisco's skyline is enhanced by Peninsula freeway approach. . . .

vide two additional lanes. Partly financed in the 1959-60 budget, the project is 1.2 miles in length and would require additional funds to complete financing, the route requiring approval of the Supervisors.

Additional Embarcadero Freeway construction would include the Clay-Washington ramps for Redevelopment Area E-1 and a suitable improvement of the freeway area fronting the Ferry Building. Length of the project is .26 miles and the cost is \$2,100,000.

Landscaping of freeways would cover 2.6 miles and cost \$460,000.

Also recommended were freeways recently included for San Francisco in State legislation: full parkway development of Skyline

junction with the Southern Freeway Extensions near Islais Creek Channel.

The latter route is needed as an alternate to the Bayshore and for service to the Candlestick Park as well as serving existing and planned industrial development and the expanding S.F. Naval Shipyard.

Chamber Safety Check Program Tops in Nation

San Francisco topped 1,816 communities in the nation with its citywide motor vehicle safety check program conducted in May under the sponsorship of the Chamber.

A national board of judges, meeting in Washington, D. C., voted San Francisco the "Grand Award for Cities" for the "most outstanding community program in the nation" as a climax to the 1959 National Motor Vehicle Safety Check for Communities sponsored annually by the Inter-Industry Highway Safety Committee and "Look" magazine in cooperation with the Association of State and Provincial Coordinators. Communities from 34 states without compulsory vehicle checks competed.

Nearly 50,000 cars and trucks were tested during this year's Chamber campaign, according to H. A. Dunker, Chairman of the Traffic Safety & Control section of the Chamber.

Harold V. Starr, Manager, Civic Development department of the Chamber, coordinated the entire program.

Hawaii Executive Tour Reservation Deadline Set

Reservation deadline for the Chamber trade development tour of Hawaii, the 50th state—the first major trip to the Islands in many years for San Francisco executives—has been set for Monday, August 10, according to Sidney H. Keil, Manager of the Domestic Trade Department. The tour, to be undertaken under the auspices of the Hawaiian Affairs Section of the Chamber, has been scheduled September 21 to October 3.

Jack H. How, President of the Chamber and President of Western Machinery Company, will lead the tour.

"The Chamber was a staunch champion of Hawaiian statehood from the beginning of the movement," How said. "Now that statehood has become a reality, we look forward to a great increase in the business tempo of the Islands and to strengthening of our economic ties with Hawaii."

"Chamber members are cordially invited to join the San Francisco group," How said. Trip application forms can be obtained by calling the Domestic Trade Department, EX-



JACK HOW and Hawaii poster . . .

brook 2-4511, Extension 72.

Those going by sea will sail on the Lurline, Monday, September 21, from Los Angeles, and return to San Francisco aboard the Matsonia Thursday, October 8. Those going by air will depart Saturday, September 26, via United Air Lines and return via Pan American World Airways Saturday, October 3, according to Alan H. Johnston, Section Chairman and Controller of C. & H. Sugar

(Turn to page four)



Harold V. Starr

San Francisco Business Activity Sets New June and First Half Year Records

Business activity in San Francisco during June attained its highest level of the year, resulting in a record for the month and a record for the first half year, according to the Research Department of the Chamber. The Chamber business activity June index of 166.2 was 7.9 per cent above last year. The first half year average of 159.9 topped a year ago by 6.8 per cent.

Growth of the area's economy showed sound development in all major fields including manufacturing, construction, real estate, retail and wholesale trade, transportation (including air, rail and water), utilities and the service group (including recreation and travel).

Financial transactions in San Francisco established a new June record of \$1.6 billion, nearly \$400 million ahead of a year ago. The six months' total of \$26.6 billion, also a new record, topped a year ago by almost \$2.0 billion.

Pacific Coast Stock Exchange transactions set new records for the first half-year with 28,604,819 shares traded and a market value of \$539,769,000—increases of 83 per cent and 64.2 per cent respectively.

June construction authorized in San Francisco exceeded the \$10 million mark, bringing the first half of 1959 to \$53,709,567—well along the way to the largest annual total in the city's history and 20 per cent above last year.

New non-residential accounted for almost half the total. New residential, accounting for about a quarter of the total with additions, alterations and repairs the other quarter, provided for 1,266 dwelling units of which 798 were multi-family type, 398 single-family type and 70 two-family type.

June department store sales in San Francisco topped last year by 10 per cent and the six-months' sales by six per cent. Apparel store sales increased eight per cent in June and five per cent for the first half year. Sacramento and San Jose areas led the year-to-year gains in the 12th Federal Reserve District areas with 30 per cent and 23 per cent, respectively, and the half-year period with 22 per cent and 20 per cent.

Merchant wholesalers sales for the first five months on the Pacific Coast were 13 per cent ahead of the similar period last year. Increases in automotive equipment sales amounted to 15 per cent; electrical apparatus, 1.4 per cent; appliances, 22 per cent; furniture and home furnishings, 20 per cent; hardware, 20 per cent; lumber, 37 per cent; plumbing, heating equipment, 31 per cent; industrial machinery, 10 per cent; groceries (general line), 11 per cent; drugs, six per cent; tobacco, 14 per cent, and dry goods, five per cent.

Employment in the six-county San Francisco-Oakland metropolitan area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) also set a new June record with 1,111,600 job holders—29,700 more than last year. Unemployed persons were 17,000 fewer than a year ago and during the same period there was a net gain of 12,600 persons in the labor force. June unemployment accounted for 3.9 per cent of the labor force compared to 5.4 per cent a year ago.

Industrial group year-to-year employment gains in the area were led by manufacturers,

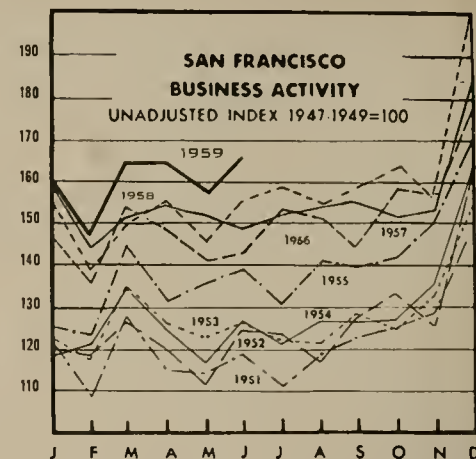
up 8,100; retail trade, 7,400; government, 4,300; contract construction, 3,800; service, 3,400; finance, insurance and real estate, 1,200; utilities, 700, and wholesale trade, 600.

In the transportation field, rail and truck movements, airport traffic and ship movements for the first half of this year were well ahead of a year ago.

First six-months out-of-state passenger cars entering through northern California gateways were nearly 10 per cent above last year. Bridge vehicle crossings set new first-half-year records with the Bay Bridge up 7.3 per cent and the Golden Gate Bridge 8.9 per cent.

Prospective visitors' and newcomers' written inquiries to the Chamber increased 15.3 per cent over the first six months of last year.

First half year utility connections in San Francisco for water, gas, electricity and telephones were above a year ago. Consumption



of electrical energy and water was at a peak level for the first six months' period.

The U. S. Department of Labor consumer price index for the San Francisco area reached a new high in June at 129.4 or 0.3 per cent above March and 1.1 per cent above June last year. Transportation led June-to-June increases with 3.7 per cent, followed by rent, 3.3 per cent; medical, 2.6 per cent; housing, 1.9 per cent; and apparel, 0.6 per cent.

Food prices were down 1.2 per cent and personal care and other goods and services were down slightly.

Business Activity Through June, 1959

BRANCH OF ACTIVITY		JUNE 1959	% from 1958	6 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX					
CONSTRUCTION PERMITS					
Total Number		1,009	2.4	5,484	0.3
Value		10,165,143	-5.5	53,709,567	20.1
Value		1,763,000	-38.9	13,574,514	-31.9
Number		180	-39.8	1,266	14.4
Number		49	-40.2	398	-3.6
Value		3,764,149	-36.7	25,172,782	85.4
Value		4,637,994	140.5	14,962,071	33.5
Number		4,751	19.1	26,707	47.9
Number		1,463	9.9	9,230	8.5
Index		123	6.0	116	6.4
*RETAIL DEPARTMENT STORE SALES					
FINANCE—Bank Debits					
\$		4,612,313	9.4	26,164,153	8.2
\$		2,873,602	22.3	17,815,850	20.4
Shares traded		3,475,263	-4.1	28,604,819	83.9
Market value \$		81,303,522	21.7	539,769,020	64.2
Number		19	137.5	60	5.5
COMMERCIAL FAILURES					
INDUSTRY TREND—6 County Total Employment					
Manufacturing Average Weekly Earning		1,111,600(p)	2.7	1,093,030(p)	2.8
(earning) \$		105.86(a)	8.1	104.38(b)	8.1
(employment)		206,600(p)	4.1	201,667(p)	3.4
Construction, contract		72,800(p)	5.5	69,500(p)	8.5
Finance, insurance, real estate		69,500(p)	1.8	69,200(p)	1.9
Retail trade		171,400(p)	4.5	169,533(p)	4.5
Wholesale trade		78,600(p)	0.8	78,050(p)	0.8
Service		186,500(p)	1.9	185,467(p)	2.1
Transportation, comm., and utilities		108,900(p)	0.6	108,267(p)	0.6
Agriculture		21,000(p)	2.4	18,067(p)	3.1
Government—Federal, state, city		192,700(p)	2.3	191,033(p)	2.7
Other		3,600(p)	-7.7	3,467(p)	-1.9
TRANSPORTATION—Freight car movement					
Number		12,175	1.1	73,585	9.4
San Francisco Airport—Planes In and Out		13,370(a)	11.8	55,266(b)	8.2
Passengers Off and On		328,941(a)	11.9	1,487,485(b)	9.7
Air Mail Loaded and Unloaded		3,596,828(a)	9.6	18,092,034(b)	15.2
Air Express Loaded and Unloaded		640,623(a)	8.8	3,129,361(b)	-7.5
Air Freight Loaded and Unloaded		8,290,060(a)	27.1	37,944,548(b)	24.8
Rail Express Shipments		56,741(.)	-8.4	302,383(b)	-5.2
*Truck Movements—San Francisco Area		183.3	9.8	169.7	8.5
Out of State passenger car entries into No. Calif.		117,091	10.9	392,658	9.7
Out of State passengers into No. Calif.		326,999	10.6	989,549	9.3
PORT OF SAN FRANCISCO—Revenue Tons					
Total		416,621	-14.1	2,735,401	-1.9
Coastwise		26,868	201.3	69,773	71.6
Intercoastal		27,954	-33.2	178,540	-0.9
Inland Waterway		103,382	-39.2	927,469	-7.9
Foreign		258,417	-2.1	1,559,619	0.0
CARGO VESSELS (San Francisco Bay)					
Arrivals		416	2.5	2,438	5.0
Millions of Registered Tons		2,217,756	12.9	12,253,121	9.7
UTILITIES—Industrial and Commercial Gas Sales					
Cu. Ft.		1,271,863,700	13.0	8,459,940,700	-2.9
*Elec. Energy Sales, K.W. Hrs.		154	5.5	159	3.2
Water Consumption—Commercial and Industrial		171,729,000	4.2	983,223,000	4.0
NEW DEVELOPMENTS					
Visitor and Newcomer Inquiries		2,463	18.6	12,557	15.3
Bay Bridge Vehicle Crossings		3,221,575	3.0	18,350,697	7.3
Golden Gate Bridge Vehicle Crossings		1,613,914	5.2	8,574,440	8.9
FRUITS & VEGETABLE RECEIPTS					
Carlots		4,026(a)	9.7	18,166(b)	9.4
LIVESTOCK SLAUGHTER (Insp. Dists.)					
Number		111,000(d)	11.0	378,000(e)	16.7
*S. F. CONSUMER PRICE INDEX—All Items					
		129.4	1.1	129.2(g)	1.5

* Index Base, (1947-1949 Monthly Average = 100); (a) May; (b) 5 months; (d) April; (e) 4 months; (g) March-June quarterly average; (p) Preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

with JIM WARNOCK

JAPAN AIR LINES' third major route extension in three months will be made when twice-weekly service linking Tokyo and Hong Kong to Taipei is inaugurated tomorrow, according to Jitsuro Kobayashi, JAL General Manager of the American division. JAL recently established new routes linking Los Angeles and Seattle via DC-7C's with Tokyo—making JAL the only carrier offering direct flights to the Orient from three U. S. West Coast gateways. . . .



NEW LOCKHEED ELECTRA jet airliner was introduced officially to San Francisco area travelers last week as the highlight of a two-day demonstration program conducted by Western Air Lines at International Airport. The \$2,500,000 plane, first U. S.-built four engine jet-prop aircraft, was flown in demonstration flights to preview the service which WAL will provide on regular schedules beginning August 1. Government officials, civic leaders and members of the press attended a special luncheon at the Bohemian Club which featured an address by Terrell C. Drinkwater, WAL president.

QANTAS AIRWAYS, the Australian airline, this week began regular pure-jet service between Australia and San Francisco. The first Boeing 707 "City of Canberra" arrived from Sydney Wednesday, 5:30 p.m. and began the return trip at 11 a.m. this morning. Qantas will operate once-weekly service between the West Coast and Australia with 550-mph jetliners. Flying time for the 7,650-mile journey is scheduled for 16 hours. . . .

DAVID MANN TAYLOR, formerly with American Foreign Credit Underwriters, has been appointed Publisher's Representative at San Francisco for the International Trade Review of New York. . . .

EIGHTEEN OUT OF 140 submissions to the industrial design competition sponsored by the 1959 Western Electronic Show and Convention have been chosen for display and awards at the Cow Palace on August 18-21. . . .

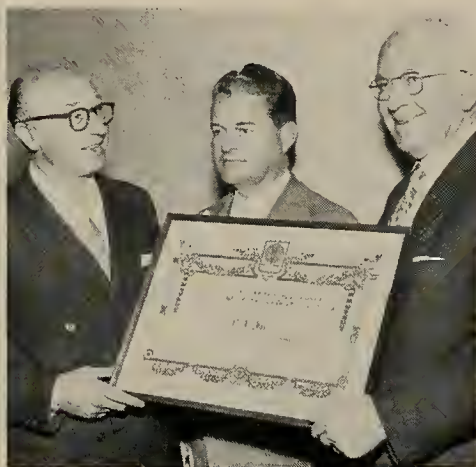
"WHAT'S REALLY HAPPENING IN CHINA?" by Felix Greene, well-known writer and lecturer who visited the country last year, has been published by City Lights Books, San Francisco. . . .



GIANTS MURAL—"Ninth Inning Rally", a 15-foot handprinted wallpaper mural—to be distributed throughout the world by Wallpapers Inc., Jackson Square—is the result of a series of sketches done by Jean B. Mayo (left) during the 1958 Giants' season. Printed by James Kemble Mills of San Francisco, it is the first in a series of sports wallpaper murals. Giving the "go-ahead signal" to the project is Billy Rigney, Manager of the Giants.

SCIENTIFIC ADVANCEMENT alone cannot provide the answer to more and better industrial tools, L. B. Worthington, President of U. S. Steel's Columbia-Geneva Division recently told the first Western regional meeting of the Association of Iron and Steel Engineers under the sponsorship of the new Utah-Colorado chapter. Americans must "accept the positive value of profits as an essential part of our national life," he said. . . .

APPOINTMENT OF HOWARD R. WEST as Manager, Advertising and Sales Promotion, Fibreboard Paper Products Corporation, has been announced by Jack L. Davies, Director of Marketing Planning. . . .



HONORED BY THE INTERNATIONAL INSTITUTE of the Legion of Honor of Commerce, Handcraft and Small Industry in Rome was G. L. Fox, General Manager of the Chamber, who this week received a certificate naming him an honorary member of the Council of Presidency of the organization. Presenting the award on behalf of the institute was Dr. Plinio Mazzarini, Commercial Attache of Italy in San Francisco. Fox's contributions to world trade and understanding were honored by the certificate. In the center is James P. Wilson, Manager of the Chamber World Trade Department.

OFFICERS OF THE NEW Pacific Intermountain Express Co. subsidiary, Pacific and Atlantic Shippers, Inc., a freight forwarder, have been named. They are: A. S. Glikbarg, President; C. G. Zwingle, Executive Vice President; F. P. Lucas, Vice President and General Manager; J. W. Gimbel, Jr., Vice President-Operations; G. H. Kunzee, Vice President-Sales; I. G. Hodge, Treasurer; and P. T. Wolf, Secretary. . . .

PENINSULA MOTOR EXPRESS, 112-unit trucking firm which previously was limited to the transportation of specific commodities in the San Joaquin Valley, has been granted full general commodity rights by recent order of the California Public Utilities Commission. A direct daily service is assured from the Bay Area and Fresno to 222 valley towns ranging from Sacramento to Bakersfield and all points on Highway 33. . . .

CHAMBER DIRECTORS met at the headquarters of Pacific Telephone & Telegraph Company July 16 as the guests of George M. Dean, Vice President and General Manager and Chamber Director. They saw a preview of an outstanding new exhibit "A New Era in Communications Through Research, Manufacture and Operating." Developed by American Telephone & Telegraph Company, the presentation will be seen at the California State Fair. . . .

"YOUR RUGGED CONSTITUTION" published by Stanford University Press is being offered free with a three-month subscription to the SAN FRANCISCO CHRONICLE. The excellent study by Bruce Allyn Findlay and Esther Blair Findlay was originally introduced with the assistance of the Chamber. . . .

STATE JUNIOR CHAMBER convention honored two San Francisco members: Paul D. Parker of the E. A. Balling Company was elected a national director; John Wilks, public relations counsel, was named one of five outstanding first year Jaycees in California. . . .

CHEZ LEON, 124 Ellis, offers authentic continental cuisine by Leon Arseguet, former chef at Romanoff's. Specialty is Tripe a la Mode de Caen (France, not the CHRONICLE). . . .

THE CROCODILE'S CASBAH, a coffee house and cocktail lounge on Pacific at Van Ness "overlooking the beautiful Mohawk service station", was recently opened by Jack Falvey. . . .

THE VETERANS ADMINISTRATION has just issued a report on physically handicapped employees entitled "Handicapped? Not on the Job!" in pamphlet form. The Veterans Administration, in its stations and hospitals coast-to-coast, employs more than 8,400 physically handicapped workers. The report states that such workers produce at slightly higher rates than do unimpaired workers and that impaired persons sustain fewer disabling injuries. . . .



NEW ESCALATOR SYSTEM at San Francisco International Airport, constructed at a cost of \$135,000 as one of many improvements financed through bonds voted in 1956, was recently dedicated by Belford Brown, Airport Manager, (left) and Mayor and Mrs. George Christopher. The new installation provides direct, straight-ahead access to the main ticket lobby from the lower or baggage level.

Chamber Anecdotal Material Sought

Anecdotal material and photographs covering the Chamber's history and operations are requested by the Filmer Publishing Co. which is planning a volume on the organization as part of its series "The Library of Western Industry."

The book will be co-authored by Michel Lipman, well-known San Francisco writer, and James D. Warnock, Manager of the Publicity Dept.

Those with suitable material should contact the Publicity Dept.

NEW MEMBERS OF THE CHAMBER



Hal E. Wiseman Charles G. Simpson Powell Humphrey Herbert G. White P. K. Melvani

New members recently added to the Chamber roster include the above (left to right):

Hal E. Wiseman, Realtor *HAL Realty*; Charles G. Simpson, Director (U.S.A.), *Hong Kong & Trade* (Far East); Powell Humphrey, President, *G. H. Powell Humphrey Inc., Realtors*; Herbert G. White, Sales Manager, Atkins Saw Division, *Borg-Warner Corporation*, South San Francisco; and P. K. Melvani, Director (from Hong Kong), *Hong Kong & Trade* (Far East).

Chamber Files Petition For Leave to Intervene In Trans-Pacific Case

The Chamber will file a petition for leave to intervene in the Trans-Pacific Route Case before the Civil Aeronautics Board to urge awarding the service to an American flag air carrier.

Charles C. Miller, manager of the Chamber Transportation Department, has been authorized to appear before the CAB in support of service by an American carrier between San Francisco, Tahiti and points beyond without expressing carrier preference. Tentative dates have been set for hearings in Honolulu October 19, in San Francisco October 26, and in Washington, D.C., November 3.

Eleven United States carriers, including two cargo-only lines, have filed applications with the CAB for routes in the Trans-Pacific areas.

Chamber Calendar

August 3—LIVESTOCK SALES DEVELOPMENT COMMITTEE—Room 200, Chamber, 10:30 a.m.

August 5—STREET, HIGHWAY & BRIDGE SECTION — Room 200, Chamber, 10:30 a.m.-12 noon.

August 5—TOWN AFFILIATION MEETING—Room 200, Chamber, 4:00 p.m.

August 14—REGIONAL PROBLEMS SECTION, AVIATION and TRANSPORTATION—Room 200, Chamber, 10:30 a.m.-12 noon.

Reservation Deadline Set August 10th For Hawaii Business Tour

(Continued from page one)

Company.

The following have made reservations for the tour:

James Campbell, International Department, Port Authority; Paul A. Cooper, C.&H. Sugar Refining Corporation; Charles Davis, Crown Zellerbach Corporation; Donald De Lone, San Francisco Port Authority; Jack H. How, President, San Francisco Chamber of Commerce; Paul B. Kelly, Crocker-Anglo National Bank; Sidney H. Keil, San Francisco Chamber of Commerce; Everett Kindig, Hills Bros. Coffee, Inc.; Joseph A. Mancini, The Brookman Co., Inc.; Robert N. McKee, Cimarron Cattle Co.; William W. Moore, Dames & Moore; Grace Nelson, New York Life Insurance Co.; Jack T. Pickett, Editor, *The California Farmer*; and John Vyverberg, Owens-Corning Fiberglas Corp.

Industrial Expansion Up Nearly \$30 Million For First Five Months

Evidencing northern California's dynamic economic development, a total of \$173,094,428 was committed for 603 projects during the first five months of this year—\$29,995,438 more than the similar period last year—according to the Industrial Department of the Chamber.

Included in the total was \$154,707,598 for 460 expansions and \$18,386,830 for 143 new factories.

The San Francisco Bay Region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—accounted for \$156,930,438 out of northern California's 48-county total—\$23,894,348 more than last year.

San Francisco committed \$3,681,000 for 82 projects, an increase of \$893,200 over last year.

CUMULATIVE TOTALS FOR THE FIRST FIVE MONTHS:

San Francisco		
29 New Plants	\$ 735,500	109 Jobs
53 Expansions	2,945,500	249 Jobs
82 Projects	\$ 3,681,000	358 Jobs
Bay Region		
119 New Plants	\$ 14,324,830	
373 Expansions	142,605,608	
492 Projects	\$156,930,438	
Northern California		
143 New Plants	\$ 18,386,830	
460 Expansions	154,707,598	
603 Projects	\$173,094,428	

Chamber Directors Back Foreign Investment Bill

Support of the Foreign Investment Incentives Act, now before the 86th Congress, resulted from a recommendation of the policy committee of the San Francisco Area World Trade Association (an affiliate of the Chamber) of which Richard P. Nelson is president.

The proposed legislation would allow American companies to form United States foreign business corporations which would pay federal taxes only when profits were sent back to the U. S.

HAWAIIAN TRADE DEVELOPMENT TOUR San Francisco Chamber of Commerce 333 Pine Street, San Francisco 4

Name _____
 Address _____
 Firm _____
 Phone _____ Number in Party _____

RESERVATIONS DESIRED:
☐ Round Trip Air ☐ One Way Air, One Way Steamer ☐ Round Trip Steamer

(Official Application blank will be sent you, including details of steamer accommodations, optional outer-island tours, etc.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President
 G. L. FOX, General Manager
 M. A. HOGAN, Secretary
 JAMES D. WARNOCK, Executive Editor
 JOSEPH I. HAUGHEY, Editor

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San Franciscana

ICE FOLLIES, A
S.F. INSTITUTION



ROARIN' TWENTIES — Ice Follies troupe does Charleston sequence . . .

San Franciscans not born here often are more enthusiastic about the city than the native-born.

That's the case, at least, with Oscar Johnson and Eddie and Roy Shipstad whose Ice Follies carries the name and fame of San Francisco throughout the North American continent. The St. Paul-born trio and the Follies which they created are "San Franciscana" through and through.

"San Franciscans," the SAN FRANCISCO CHRONICLE notes, "have long esteemed the spectacle for the superb showmanship that marks its pageantry, movement and color."

Prescott Sullivan, colorful sportswriter for the SAN FRANCISCO EXAMINER, writes: "The ever popular, fresh as paint review is an important contributor to the city's prosperity. . . . Unlike traveling shows, which come here and depart after making a quick buck, the Follies is a San Francisco institution."

George J. Campbell, General Manager of Winterland—home base of the Follies, said this year's show will break alltime attendance records for San Francisco. "About 430,000 persons will have seen the show here during this year's summer run," he stated. Now in its 23rd year, the Follies will have played to its 50 millionth customer before the summer run ends. More than two million persons in the United States and Canada view the spectacle annually.

Numbering 168 performers, including 19 skaters from northern California (the most from any one section in the country), the Follies is the world's largest traveling show. It takes five baggage cars and six pullmans hooked together in a special train to transport the show from place to place. Nearly 250 persons, on and off stage, are directly dependent on the Follies for their livelihood.

The Follies was conceived in 1935 when Oscar, Eddie and Roy put on a "slapstick" act between periods of an ice hockey game at St. Paul. Pooling their savings of \$12,000, they bought a bus and slowly developed their show into a first class attraction on barnstorming tours despite polio epidemics, snow storms, sleet and hail and frosty receptions earlier in some Eastern cities.

Their first big success came in San Francisco. "That's why San Francisco has become the focal point for the show," Roy Shipstad points out. "We draw our inspiration here in the creation and shaping of the show. During our annual four months' stay here in the summer—the longest stay in any one city, by the way—the entire pattern for the show is evolved at a cost of about a half-million dollars for its production each year.

"San Francisco, literally, is the hometown of the Follies. It is sentimentally and emotionally 'home' for the troupe—most of the cast lives here permanent-

"Wherever we go, we carry the praises of the city. So zealous, in fact, are some members of the cast that we often have been asked: 'Are you people on the payroll of the San Francisco Chamber of Commerce?'"

Fashion Industries Show Had One of Its "Best Ever" Years

San Francisco Fashion Industries' Union Square spectacular was "the best ever", according to Ellen Magnin Newman, Chairman of its Retailer-Manufacturer Liaison Committee.

In addition to "extremely effective" displays in most major department stores, there was a total of 23 pages of advertising, and seven full days of radio and television spot announcements and widespread newspaper publicity in promoting the event. A total of 2,593 ballots were cast in the White Collar Girl contest — more than double last year's alltime high.

RCA, which sponsored a 30-minute telecast, was so impressed with the response that it plans to do a one-hour color spectacular on tape for national showings in 1960. (The Trendex Rating for one of the telecasts was 300,000 viewers, compared to the average of 45,000 viewers on an ordinary afternoon.)

"No single production in several years has attracted more attention to the downtown shopping area than this year's show," according to R. M. Oddie, Chairman of the Marketing and Sales Promotion Section of the Chamber.

"In terms of stimulating sales of San Francisco-manufactured items and establishing in the minds of many thousands of newcomers to the Bay Region San Francisco's dominant position in the retail style market, it was a resounding success."

Highway Recommendations Of Chamber To Be Aired

The Chamber's recommendations for a "high priority program to correct San Francisco's most critical highway deficiencies" will be aired during a public hearing of the State Highway Commission in Sacramento Thursday, August 27.

The Chamber report, approved by the Civic Development Committee (Arthur J. Dolan, Jr., Chairman) and the Street, Highway & Bridge Section (Leonard S. Mosias, Chairman), was compiled in cooperation with the San Francisco Freeway Technical Advisory Committee.

World Trade Department Folder Now Available

"San Francisco Bay Region, Key to Profits in the Western U.S.A.", a new folder just issued by the World Trade Department of the Chamber, is now available for distribution. The World Trade Department is planning mailings to the World Trade Association membership and overseas chambers of commerce.

10,433 New Residents a Month Have Settled in Bay Region Since 1950

Population in the 13-county San Francisco Bay Region—the impetus to the growth of every phase of business, industry, finance and commerce in the section—has averaged 10,433 new residents every month since 1950, according to the Economic Survey just issued by the Research Department of the Chamber.

Total population of the 13-county area—the counties of San Francisco, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—was estimated at 4,361,800 persons as of January 1 of this year, compared to 3,266,384 in April of 1950, a nine-year increase of 33.54 per cent. With this has come a 65.2 per cent increase in bank debits and a 39.1 per cent increase in wholesale trade and a 53.9 per cent increase in retail trade.

The Bay Region had 29.3 per cent of the State's total population of 14,892,800 with only 6.4 per cent of its land area. It also had 30.7 per cent of the State's cash net income, 37.0 per cent of its wholesale sales and 43.8 per cent of the State's bank debits during 1958. San Francisco led all major U. S. cities in population gain per square mile of land area between 1940-1959. On January 1, 1959 the city had 821,000 residents—45,643 more than in 1950 and 186,464 more than in 1940. On the average, about 311,000 additional persons enter the city daily, creating a market of more than a million persons (about half of those entering are persons who regularly work in the city but live outside).

The effective buying income per capita in San Francisco in 1958 of \$2,565 was the highest among large cities and compares to \$2,093 in California and \$1,758 in the nation. Total effective buying income in San Francisco in 1958 amounted to \$2,106,153,000 or \$279,000,000 more than in 1950. Civilian employment in July 1958 in San Francisco totaled 478,200 persons compared to 448,200 in 1950.

In world trade, commodities valued at \$546,272,703 were exported through the San Francisco Customs District in 1958 compared to \$270,839,943 in 1950. Imports totaled \$444,761,648 in 1958 compared to \$304,777,776 in 1950. Total of exports and imports through the customs district was \$991,034,352 in 1958 or 1.7 times the 1950 level and 4.7 times the 1940 total, a trend which has advanced steadily over these years.

More than 250 air and marine lines maintain offices or agencies in San Francisco. Fifty-six nations maintain consular, commercial travel and information representatives in the San Francisco area.

The Federal Reserve Bank of San Francisco, headquarters of the Twelfth Federal Reserve District, experienced the second largest volume of business of all districts in the system. In 1957, member banks in the district reported 10,142 officers and 61,164 employees and accounted for 15 per cent of the total assets, 22 per cent of the time deposits—highest of all districts—16 per cent of taxes on net income and 14 per cent of net profits of all member banks in the Federal Reserve System. San Francisco banks, which include the world's largest and six of the nation's 50 largest commercial banks, reported total deposits of \$15.8 billion at the end of

1958, an increase of \$1,200,000,000 over a year earlier and \$6.5 billion above 1950.

San Francisco, the insurance center of the West, had about 673 insurance carriers, agents and brokers and 21,500 persons engaged in the field in 1958, with an annual payroll of about \$103,000,000.

Northern California, of which San Francisco is the core city, contains 70 per cent of the State's farms, 73 per cent of its farm acreage, comprises five of the richest agricultural valleys of California, and accounted for 62 per cent of the State's farm product sold in 1957. (Latest available).

The Central Valley Project, which is a long-range multi-purpose water conservation program in the great valleys of Sacramento and San Joaquin Rivers, will provide additional water to several million acres of rich, fertile land, and opportunities for extensive new agriculture and economic developments in the immediate trading area of San Francisco. The total construction program, as of December 31, 1958, amounted to \$589,302,000—including Folsom Dam \$61,822,000 transfer from Corps of Engineers. This is 68 per cent of the present estimated total cost of \$862,783,000 authorized.

The Bay Region is the hub of the West's mining industry with a production in recent years ranging between \$3 and \$4 billion annually and accounted for more than one quarter of the Nation's output. California's mineral production accounted for 38 per cent of the Western total and over nine per cent of the Nation's total, ranking it second among the states. During 1958, the San Francisco Mining Exchange transactions totaled 14,064,468 shares with a market value of \$2,015,376.

Insured wages in the manufacturing industries in San Francisco during 1958 amounted to about \$388,000,000, or about \$128,000,000 above the 1950 level. Manufacturing in the Bay Region made brisk progress during 1958. New industries and expansions included 1,003 projects with outlays of \$340,195,341—second largest amount in a decade. Insured employment in manufacturing industries in the Bay Region in 1958 totaled 283,250 based on reports from 5,976 manufacturing outlets: the estimated annual payroll amounted to \$1.5 billions.

The western market is expanding rapidly. Between 1950-1959 the eleven western states added about 6.5 million residents with current estimated annual buying income of about \$12.5 billion; between January, 1959 and 1970 an additional 8.6 million people would lift the annual buying income by another \$16.6 billion, at current per capita.

About 28 per cent of U. S. industry's new market for consumer goods during the next few years will be within the Western States based on population growth.



VACATION-LAND AIRLINER — West Coast Airlines recently inaugurated regular air service between the Coos Bay - North Bend region of Oregon—a fishing and recreational paradise—and the San Francisco Bay Region. Looking over an 18-pound salmon caught in Coos Bay the morning of the inaugural flight are (left to right): Irving W. Danielson, Chairman of the Chamber Inter-City Section; Miss Smith, WCA stewardess; Miss Cindy Dein, "Miss Oregon Centennial"; and A. J. Moore, Director, Coos Bay Chamber of Commerce.

Bay Region Accounts For 89% of Industrial Expansion Commitments

The San Francisco Bay Region's 13 counties accounted for 89 per cent of the total investment for industrial expansion in northern California's 48 counties during the first half of this year, according to the Industrial Department of the Chamber.

The region's 13 counties—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—committed \$164,132,008 for 549 projects compared to the northern California total of \$182,248,878 for 683 projects. San Francisco accounted for \$4,235,000 of the total for 92 projects.

Primary metals topped the major industrial categories in commitments with \$48,272,500.

Second was electrical machinery with a total of \$39,700,140—most of it accounted for in May expansions of Eitel-McCullough, Incorporated, Varian Associates and Westinghouse Electric Corporation.

Industrial expansion report:

CUMULATIVE TOTALS FOR THE FIRST SIX MONTHS:			
<i>San Francisco</i>			
31 New Plants		\$	742,500
61 Expansions			3,492,500
92 Projects		\$	4,235,000
<i>Bay Region</i>			
132 New Plants		\$	14,691,330
417 Expansions			149,440,678
549 Projects			\$164,132,008
<i>Northern California</i>			
161 New Plants		\$	19,784,830
522 Expansions			162,451,048
683 Projects			\$182,236,878

Business Center Development Section Publishes Folder

In an effort to induce out-of-state corporations to headquarter in San Francisco, the Business Center Development Section of the Chamber has published a folder pointing up San Francisco's role as the nation's Western Headquarters city, according to Everett Kindig, Sales Supervisor of Hills Bros. Coffee, Inc., and Section Chairman.

Hitting the High Spots

with JIM WARNOCK

PAUL TICKNER, Manager of the Walnut Creek district of Pacific Gas & Electric Co., was recently installed as 15th President of the Walnut Creek Area Chamber of Commerce with G. L. Fox, General Manager of the San Francisco Chamber, acting as installing officer. Other officers: Harley King, Vice President; Bruce R. Lee, Treasurer; and William Martin, Donald Ramseyer, William Smikahl, Lee Vinson, Betty Batesole, Nick Carter, Tony Cviatusa and Eugene Spencer, new directors; Frank Aiman, Larry Bornholtz, Bruce Copeland, Lou Keller, Rudy Mayer, Frank Pillsbury and George Webster, incumbent Directors. William Francis is Secretary-Manager of the Walnut Creek Chamber. . . .

POWER PLANT?—No, this is a drier section of the new \$500,000 "web" roll-fed press being installed in

the San Francisco plant of the Stecher-Traung Lithograph Corp., one of the nation's largest label lithographers. When completed this month at the 600 Battery Street plant, the machine will be able to print four colors on both sides simultaneously. In one hour it will print 16,000 16-page booklets, 8½ by 11 inches, in four colors. One of the largest offset machines ever made, it weighs 55 tons, stands 13 feet

high and is 62 feet long, 27 feet wide. The section is being inspected by American Type Foundry erector Joseph W. Stahl. . . .

APPOINTMENT OF FRED POWELL to head up Standard Oil Company of California's stepped up sales and manufacturing activities in the chemicals field has been announced by G. L. Parkhurst, Standard Vice President and Director. Powell becomes President of California Chemical Company, Standard subsidiary which coordinates the parent company's chemical operations, with W. H. Shiffle named Vice President. Parkhurst continues as Board Chairman of California Chemical, in addition to his other assignments with Standard. . . .

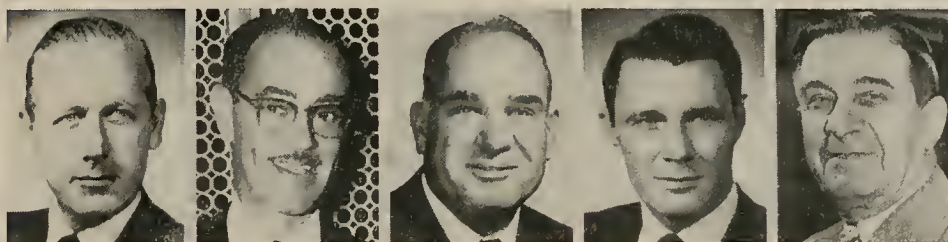
NEW LOOK ON LOWER MARKET STREET—Plans for a plaza to be constructed at the intersection of



California, Drumm and Market Streets are discussed by Attorney Ralph L. Isaacs (seated), Secretary of the Downtown-Market Street Improvement Association, and Fred W. Clinchard, Vice President and manager of Crocker-Anglo National Bank's Seaboard office and Association Treasurer. The plaza, designed by Landscape Architect John Staley, will have trees, a small pond and noontime piped-in music and is a joint project of the Downtown-Market Street Association and the City of San Francisco. Other officers of the association are George Geramoni, Geramoni Travel Agency, President; and Robert St. John Orr, Western Fire Equipment Company, Vice President. . . .

A TOTAL OF 5,645,161 persons last year saw Santa Fe Railway's spectacular sound-color film of San Francisco, according to Paul Cane, local Traveling Representative of the company. . . .

NEW MEMBERS OF THE CHAMBER



Otto M. Neumann

Lew Lehr

J. Cimino, Jr.

Warren J. Titus

Nick Bez

New members recently added to the Chamber roster include the above (left to right): Otto M. Neumann, Owner, *Schwabe's World Wide Travel Service*; Lew Lehr, Owner, *Lew Lehr's Restaurant*; J. Cimino, Jr., Owner, *J. Cimino, Jr. Co.*, Real Estate and Insurance Brokers; Warren J. Titus, President, *Orient & Pacific Lines*; Nick Bez, President, *West Coast Airlines*.

THE NATION'S SECOND LARGEST electronic trade association—formerly the West Coast Electronic Manufacturers Association—has officially taken a new name, the Western Electronic Manufacturers Association. The WEMA has just issued its 1959 directory listing member firms in the 11 Western States. A 1958 statistical review of the U. S. Electronics Industry shows that 735 Western firms accounted for 23 per cent of the nation's total \$7.8 billion sales volume—excluding broadcast and service revenue. Western employment was fixed at 134,100 or 19 per cent of the industry's total.

UNITED AIRLINES' 1959 "Sunshine Holidays" folder—describing California, Colorado, and the Great Northwest—devotes its lead story to San Francisco, "America's most cosmopolitan city." . . .

NEW PRESIDENT of the Railroad Public Relations Association is James G. Shea, General Public Relations Manager for Southern Pacific at San Francisco. . . .

THE FIRST COMPANY in the western United States organized under provisions of the Small Business Investment Act of last year—the Continental Capital Corporation—has been formed here, according to Edward L. Turkington, Director of the local Regional Small Business Administration office. The new firm was organized by Fred Parr Cox, President of Parr Industrial Corporation of San Francisco; Frank G. Chambers, one of the founders of Magna Power Tool Corporation; and others. . . .

THE J. SHIPMAN Gold Medal—purchasing's highest annual award—has been awarded to H. W. (Chris) Christensen of San Francisco, Director of Purchases for Columbia-Geneva Division of United States Steel. . . .

STANDARD OIL COMPANY of California—answering the West Coast's growing demand for light petroleum products—has completed a new 55,000-barrels-a-day catalytic cracking unit, built in less than a year and designed to convert heavier stocks of petroleum into motor gas and aviation fuels. . . .

WILLIAM MOOSER, San Francisco architect, has been retained to develop plans for a new \$500,000 home for the San Francisco Lighthouse for the Blind on property acquired at Bush and Divisadero Streets, according to Harold S. Dobbs, President of the Lighthouse. The new building, to serve as a central headquarters for all activities, will provide greatly expanded facilities and services for blind men, women and children. It will house offices of Enchanted Hills Camp as well as the center. Chester R. MacPhee has been named Chairman of the building committee, and Elroy J. Lehman heads a finance committee to raise additional funds needed for construction. . . .

JOHN PAUL JONES Associates, Inc., consultants and researchers for small business in the Western United States and Canada (with headquarters in San Francisco), has opened a regional office in Dallas, according to LeRoy Newell, newly appointed Executive Analyst in San Francisco. . . .

CAST IRON ARCHITECTURE—The main entrance and second floor sections of American Trust

Company's 86-year old landmark at California and Leidesdorff Streets in San Francisco (right), now being razed, are slated for Bay Area museums for permanent display. The second floor unit is going to the Oakland Municipal Art Museum and the entire main entrance—with a balcony supported by twin figures of Atlas—to the San Francisco Maritime Museum. Now in the late stages of razing to make way for the second unit of ATC's new headquarters, the building was classified by the American Institute of Architects as having both national and local interest as the last all-cast-iron building in existence.



U. S. BUREAU OF LABOR STATISTICS has started its annual community wage survey of the San Francisco metropolitan area to be completed by September 10. Employers will be individually contacted by bureau representatives. . . .

EARL F. ENGLISH, Vice President of Thermal Power Company of San Francisco and former Vice President of W. A. Bechtel Company and its affiliated corporations, recently addressed the annual Southern Research Institute, held this year at Birmingham, Ala. English also recently inspected the geothermal power plant at Lardarello, Italy, the world's largest. . . .

NEW DIRECTOR of Sales Promotion and Merchandising at KRON-TV is A. Richard Robertson, recently Promotion Director of KTVU, Oakland. . . .

JACK THAYER has been named Vice President and General Manager of KFRC. . . .



SAN FRANCISCO will be linked to another round-the-world air route next week when British Overseas Airways inaugurates trans-Pacific flights. Jet-prop Britannians will operate between London, New York, San Francisco, Honolulu, Tokyo and Hong Kong and pure jet Comet 4s (above) will connect with London via India and the Middle East. The first globe-encircling westbound flight will leave San Francisco Sunday, August 23 and the first eastbound will leave here Thursday, August 27.

Hawaiian Trade Tour Reservation Deadline Extended to August 28

Reservations for the Trade Development Tour of Hawaii in late September, under the auspices of the Chamber Hawaiian Affairs Section, will be accepted through Friday, August 28, it was announced today by Alan H. Johnston, Chairman.

Sidney H. Keil, Manager of the Chamber Domestic Trade Department, reports that "interest in the tour, indicating it should be decisively successful, impelled us to extend the deadline.

"As of now, we have definite commitments from 38 persons desiring to make the trip."

Those making the journey by sea will sail on the Lurline from Los Angeles Monday, September 21. Those going by air will board the United Air Lines at San Francisco International Airport Saturday, September 26.

Chamber members are invited to join this tour. Trip applications can be obtained from the Domestic Trade Department, 333 Pine Street, EXbrook 2-4511, Extension 72.

World Trade International Bulletin Supplement Ready

A supplement to the International Bulletin, published monthly by the World Trade department of the Chamber and containing summaries and information about consular shipping documents, is now available to the public, according to James P. Wilson, Manager.

Chamber Calendar

August 14—Joint Meeting of REGIONAL PROBLEMS SECTION, AVIATION COMMITTEE & TRANSPORTATION COMMITTEE — Room 200, Chamber, 10:30 - 12:00. **Agenda:** Golden Gate Authority in relation to airports.

August 14—CANCOCCE—Hunt Room, Fairmont Hotel, 12:30 p.m.

August 18—SAN FRANCISCO DESIGN CENTER —Commercial Club, 12 noon. **Agenda:** Organizational meeting.

August 20—INTER-CITY SECTION — Press Club, 555 Post St., 12 noon.

August 21—ARMED FORCES SECTION—Presidio Officers Club—12 noon. **Agenda:** Capehart housing project and civil defense.

August 27—HIGHWAY LUNCHEON — Hotel Senator, Sacramento, 12 noon.

Progressogram No. 45



STATION WAGON gets executives to appointments in a hurry. . .

Business Jumps Into the Jet Age

Executive Aircraft Terminal—San Francisco Airport—visualizes "business flying" as the largest single growth segment in the future of aviation, with large corporations now owning and operating some of the fastest, most modern aircraft in use.

The airport facility, operated by Bay Aviation Services at the airport's old domestic terminal, now offers San Francisco executives who travel via company-owned planes a range of line services "matching any airport anywhere in the country," according to Edwin H. Gough, President of B.A.S.

Attuned to the steadily increasing tempo of aircraft growth, the Executive Air Terminal is fully prepared for the use of jet aircraft as a business and sales tool. "Our company, for instance, has on its drafting boards plans for a new \$500,000 hangar, 160 by 303 feet, which will be able to accommodate any size of craft—including business and airline jets," Gough said.

Approximately half of the hours flown in the aviation industry—all flying other than military or scheduled airlines—are flown by business aircraft, according to the Federal Aviation Agency. Business planes flew some 5.7 million hours last year compared to some 5.4 million in 1957 (scheduled airlines flew about 3.7 million hours in 1957).

Business aircraft sales and service operations—now functioning at a level of some \$500 million annually—are expected to attain a total business dollar volume of some \$1 billion annually within five years.

San Francisco, aware of the rising importance of business flying, awarded a lease in 1956 to Bay Aviation Services Co. to cater to the rising traffic in large multi-engine business aircraft. The B.A.S., a private enterprise, acts in the capacity of a semi-public utility. It collects landing fees, maintains airport records, supervises non-airline civil aircraft operations; refuels, cleans and offers other services to scheduled carriers, and is now finding ways to reduce capital investment in ground handling equipment for carriers faced with rising costs for jet equipment.

Of the total air movements in and out of San Francisco International Airport—currently amounting to between 550 and 600 each day—about 350 are aircraft operated by airline companies, leaving about 250 non-commercial operations daily (more of them operating out of Executive Aircraft Terminal).

More than 60 executive aircraft are based at Executive Aircraft Terminal. Standard Oil Company of California and Shell Oil Company, also maintain their own hangars adjacent to the Executive terminal.

(*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 9,000 this issue



“Integrated Transportation” Vital to City’s Growth

“Continued progress toward integrated transportation—including realistic, harmonious and aggressive parkway and freeway planning — is absolutely essential if San Francisco is to prosper and retain its place as the



Jack H. How

‘heart’ of the Bay Area and Headquarters City of the West,” according to a statement presented yesterday to the California State Highway Commission in Sacramento on behalf of Jack H. How, President of the Chamber.

“Parkway and freeway planning is the only facet of the overall transportation problem

which is not keeping pace with the rapid development of the city,” the signed statement, presented as the introduction to the recommendations of the Chamber’s Street, Highway and Bridge Section, pointed out.

In contrast, How pointed to progress being made in improving the San Francisco street system, to studies going forward in area-wide rapid transit, and to “dramatic advances” being made by the San Francisco Parking Authority.

He pointed out the agreement of authorities on the role of freeways in a system of “integrated transportation” and stressed the safety record of freeways based on a 40-month study of Bayshore Freeway.

The freeway was eight times safer than 19th Avenue and fifteen times safer than Van Ness Avenue, even though carrying three times the traffic of either street, the study showed.

Other facts about San Francisco’s traffic problems contained in the introduction:

- San Francisco generates its own traffic. The street system accommodated 1,300,000 vehicular trips per day in 1958 — 1,000,000 of them by San Franciscans themselves. The average trip length was three miles. By 1980 the predicted total is 1,640,000 per day.

- Local or internal traffic accounted for 77 per cent of the total in 1958. In 1980 it will represent 67 per cent of the total.

- Only one per cent of the 1958 trips were made by vehicles passing through San Francisco without stopping. By 1980 only two per cent will be “through traffic.”

- Traffic to and from the city represented 22 per cent of the 1958 total and will grow to 31 per cent by 1980.

- There will be 132,000 daily trips across the San Francisco-Oakland Bay Bridge and 79,000 daily trips across the Golden Gate Bridge by 1980. In addition, an estimated 316,000 daily trips will be made between the Peninsula and San Francisco. (The bulk of this traffic will be commuters, business travelers, or shoppers either residing, work-

ing or shopping in the city.)

- Forty of the city’s 800 miles of thoroughfare (30 miles, State; 10 miles, City) would be parkways, freeways or expressways proposed in the city’s Trafficways Plan — only five per cent of the total. This five per cent would carry half of the projected 1980 traffic.

- Only about two of the 19 miles of freeway not yet constructed in the proposed State system in San Francisco would be elevated viaducts. The balance would be at grade, below grade or tunneled.

“Automobile transportation has made great contributions to the building of San Francisco as we know it today,” How’s introduction stated. “Uncontrolled, ignored or poorly managed, it can destroy the city.”

The Chamber’s recommendations for a high priority program for the correction of the most critical highway deficiencies in the city were presented to the commission by Leonard S. Mosias, chairman of the Street, Highway & Bridge Section of the Civic Development committee.

Huge Trade and Travel Show To Highlight Pacific Festival

San Francisco—renowned as one of the world’s most cosmopolitan cities—will be bursting at the seams with the glamour and exotic beauty of the Orient and South Seas this fall, when the city celebrates the second annual Pacific Festival, September 18-27.

A civic fete honoring the states and nations of the Pacific, the Festival, according to Mayor George Christopher, “will focus the attention of the world on the growth and development of the Pacific Ocean area, and foster mutual understanding and cordial relationships between those peoples whose shores are washed by the mighty Pacific.”

San Francisco, always popular with tourists in the balmy month of September, expects to play host to added thousands of visitors from all over the world during the colorful 10-day celebration.

Every aspect of the Pacific area has been accounted for in program planning. The arts, culture and history of each country will be on display throughout the Festival in the city’s museums, libraries and art galleries.

The most colorful highlight of the festival will be the Trade and Travel Show in Brooks Hall September 23-27. Civic leaders are urging San Francisco area firms to guarantee an advance sale of \$75,000 in “Pacific Passports,” the entrance ticket to the show selling for \$1 for adults and 50 cents for children.

Entire staffs of many companies are expected to attend what has been called the largest exhibit of its kind since the

Golden Gate International Exposition. The show is a non-profit event, admission sales being used to meet the costs of the hall.

Civic-minded firms are urged to order advance blocks of tickets by using the coupon below.

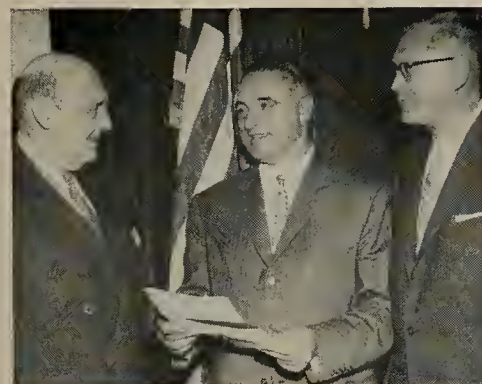
**Mr. Ferdinand R. Stent, Treasurer
Pacific Festival Committee
Crocker-Anglo National Bank
1 Montgomery Street,
San Francisco 4, California.**

Of course we want to share in the promotion of the Pacific Festival. (Enclosed is our check) (Please bill us) for \$..... for adult “Pacific Passports” at \$1.00 each, and children’s tickets at 50c each.

(FIRM)

(NAME)

(ADDRESS)



CONFAB — Lester L. Goodman (left), Chairman of the San Francisco-Osaka Town Affiliation Committee and Vice President of Getz Bros., Mayor George Christopher of San Francisco (center) and Jack H. How, President of the Chamber, confer on plans for the fifth Japan-American conference of mayors and chambers of commerce officials in Osaka November 3-7. Goodman is also Chairman of the Trade & Travel Show highlighting the Pacific Festival at Brooks Hall September 23-27.

Business Activity Again Sets Records As S.F. Construction Hits \$60 Billion

Authorized construction in San Francisco totaled \$60,451,289 for the first seven months of 1959—21 per cent above the similar period of last year—according to the monthly business activity report of the Chamber Research Department. July construction alone amounted to \$6,741,722, one-third above July of last year.

Business activity in general set records for the first seven months and for July. The Chamber's business activity index for the seven months of 160.9 topped last year's similar period by 6.6 per cent. The July index rose to 166.5, or 4.8 per cent above July of 1958.

New non-residential construction for the seven months accounted for 43 per cent of the total, new residential for 29 per cent and additions, alterations and repairs for 28 per cent. New residential for the month of July amounted to \$3,609,800, practically double of last July, and provided for 280 dwelling units of which 60 were single-family type, 216 multi-family type and four two-family type. New non-residential totaled \$970,538 and additions, alterations and repairs \$2,161,384.

Nine-county construction in July amounted to \$74,891,000, an increase of \$9,202,000 over a year ago. New residential accounted for \$50,982,000 of the total. New dwelling units authorized amounted to 4,359 compared to 4,751 in June and 3,800 a year ago.

Financial transactions in the San Francisco Bay Region, measured by bank debits, totaled \$50.3 billion, topping the similar period last year by \$5.3 billion or 11.7 per cent. July transactions set a new high of \$7.6 billion, a gain of \$803 million or 11.7 per cent over last July. Pacific Coast Stock Exchange transactions for the first seven months recorded 31,999,134 shares, up 68.5 per cent, with a market value of \$633,406,588, up 56.4 per cent. July transactions, with a total of 3,394,315 shares, were fewer by 1.3 per cent, but the market value of \$93,637,568 rose 22.7 per cent.

Six-county Bay Area July employment, 1,116,300, set a new all-time record, topping last July by 32,400, with all industry groups sharing in the rise. Manufacturing led with 210,900 employed, a year-to-year gain of 11,300; retail trade employed 171,600, up 6,200; government, 189,100, up 4,800; service, 186,400, a gain of 3,700; contract construction, 74,100, up 3,000; wholesale trade, 79,300; an increase of 1,200; finance group, 70,200, up 1,400.

Employment averaged 1,096,557 for the first seven months, 30,686 more or 2.9 per cent above a year ago. Construction led with 8.0 per cent, followed by retail trade, 4.4 per cent; manufacturing, 3.8 per cent, agriculture 3.0 per cent; government, 2.5 per cent; services, 2.1 per cent; finance 1.9 per cent; and transportation, 0.5 per cent.

Unemployment in July totaled 47,600 or 4.1 per cent of the labor force compared to 61,900 and 5.4 per cent a year ago.

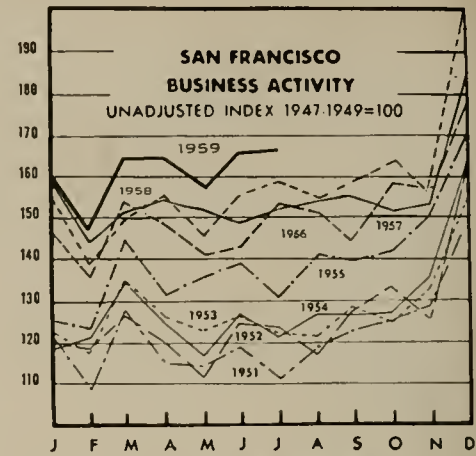
In the transportation field, rail and truck movements, ship tonnage and airport traffic reflected the expanding economy with gains for the cumulative period and for the month.

The Golden Gate Bridge set a new record of 10,329,924 vehicle crossings

for the first seven months, 8.8 per cent above last year, and a July record of 1,755,484 crossings, eight per cent above a year ago. Bay Bridge seven-month crossing were up 7.1 per cent.

July department store sales in San Francisco set a new high for the month and were 7.2 per cent above a year ago. Sales for the cumulative period were up 6.4 per cent.

Pacific Coast wholesalers' sales for the first six months were 15 per cent ahead of last year. Automotive equipment sales were up 15 per cent; electrical apparatus 15 per cent; electrical appliances 25 per cent; furniture and house furnishing 23 per cent; hardware 18 per cent; plumbing 32 per cent; lumber and construction dealers 36 per cent; industrial machinery 14 per cent; grocery general lines 11 per cent; drugs eight per cent; and tobacco 18 per cent. Fresh fruit and vegetable sales were off six per cent.



Store Fixture Company to Construct New Warehouse

Leo Roselyn, president of Unit-Bilt Store Equipment Co. of San Francisco, has signed a lease with Theo. G. Meyer & Sons, contractors and property owners, for construction of a new warehouse at Quint and Custer Streets, according to G. L. Fox, General Manager.

When completed in January of 1960, the new facility of 61,000 square feet will bring to 120,000 square feet the total space of Unit-Bilt, making the firm one of the largest exclusive store fixture companies in the West.

Business Activity Through July, 1959

BRANCH OF ACTIVITY	JULY 1959	% from 1958	7 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX				
CONSTRUCTION PERMITS—S.F. only.....Total Number	1,086	0.6	6,570	0.4
Value	6,741,722	33.2	60,451,289	21.4
Residential, New.....Value	3,609,800	97.3	17,184,314	21.0
Dwelling Units.....Number	280	63.7	1,546	21.0
Single-family units, New.....Number	60	23.1	458	6.7
Non-residential, New.....Value	970,538	7.0	26,143,320	80.5
Additions, Alterations and Repairs.....Value	2,161,384	7.1	17,123,455	26.5
Nine County dwelling units authorized.....Number	4,359	14.4	31,066	42.2
REAL ESTATE—Deeds Recorded.....Number				
*RETAIL DEPARTMENT STORE SALES.....Index				
FINANCE—Bank Debits.....\$000	4,749,673	5.9	30,913,826	7.8
Postal Receipts.....\$	2,959,391	15.2	20,775,241	19.6
Pacific Coast Stock Exchange.....Shares Traded	3,394,315	1.3	31,999,134	68.5
Market value \$	93,637,568	22.7	633,406,588	56.4
COMMERCIAL FAILURES.....Number				
INDUSTRY TREND—6 County Total Employment.....				
Manufacturing Average Weekly Earning.....(earning) \$	1,116,300(p)	3.0	1,096,557(p)	2.9
Manufacturing.....(employment)	107,06(a)	8.1	104,82(b)	8.1
Construction, contract.....	210,900(p)	5.7	203,043(p)	3.8
Finance, insurance, real estate.....	74,100(p)	4.2	70,214(p)	8.0
Retail trade.....	70,200(p)	2.0	69,343(p)	1.9
Wholesale trade.....	171,600(p)	3.7	169,857(p)	4.4
Service.....	79,300(p)	1.5	78,243(p)	0.9
Transportation, comm., and utilities.....	186,400(p)	2.0	185,557(p)	2.1
Agriculture.....	109,200(p)	0.6	108,357(p)	0.5
Government—Federal, state, city.....	21,700(p)	1.9	18,586(p)	3.0
Other.....	189,100(p)	2.6	190,517(p)	2.5
Transportation—Freight car movement.....Number	3,800(p)	5.0	3,514(p)	2.4
San Francisco Airport—Planes In and Out.....Number	12,218	0.9	85,803	8.1
Passengers Off and On.....Number	11,178(a)	5.6	66,444(b)	7.8
Air Mail Loaded and Unloaded.....Lbs.	375,804(a)	10.6	1,863,289(b)	9.8
Air Express Loaded and Unloaded.....Lbs.	3,408,082(a)	12.7	21,500,116(b)	14.8
Air Freight Loaded and Unloaded.....Lbs.	624,262(a)	20.5	3,753,623(b)	3.8
Rail Express Shipments.....Number	8,634,916(a)	31.4	46,579,464(b)	26.0
Truck Movements—San Francisco Area.....Index	59,211(a)	2.6	361,594(b)	4.8
Out of State passenger car entries into No. Calif.....Number	187.7	8.9	172.3	8.6
Out of State passengers into No. Calif.....Number	132,847	4.6	525,505	38.6
PORT OF SAN FRANCISCO—Revenue Tons.....				
Coastwise.....Total	379,515	1.1	1,369,064	39.0
Intercoastal.....Revenue tons	420,025	5.6	3,155,426	2.4
Inland Waterway.....	23,310	345.7	93,083	102.8
Foreign.....	112,222	249.3	290,762	36.9
CARGO VESSELS (San Francisco Bay).....	40,261	77.1	967,730	18.2
Arrivals.....Number	243,232	5.1	1,802,851	0.7
Millions of Registered Tons.....	422	0.7	2,860	4.2
UTILITIES—Industrial and Commercial Gas Sales, thousands of Cu. Ft......	2,179,484	7.0	14,432,605	9.2
*Elec. Energy Sales, K.W. Hrs.....Index	1,101,693	0.6	9,561,634	2.5
Water Consumption—Commercial and Industrial.....Cu. Ft.	144	0.0	157	8.3
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....Number	178,654,500	4.8	1,161,877,500	4.2
Bay Bridge Vehicle Crossings.....	2,497	27.5	15,054	17.1
Golden Gate Bridge Vehicle Crossings.....	3,325,869	6.0	21,676,566	7.1
FRUITS & VEGETABLE RECEIPTS.....Carlots	1,755,484	8.0	10,329,924	8.8
LIVESTOCK SLAUGHTER (Insp. Dists.).....Number	5,398	9.4	28,519	8.9
*F. F. CONSUMER PRICE INDEX—All Items.....	105,000(a)	6.1	649,000(b)	10.8
	129.4(e)	1.1	129.2(c)	1.5

* Index Base, (1947-1949 Monthly Average = 100); (a) June; (b) 6 months; (c) April-June quarter; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

Hitting the High Spots

with JIM WARNOCK



G. L. FOX, General Manager of the Chamber, and Sherry Smith, "Miss San Francisco," look over the August edition of **VOLUME FEEDING MANAGEMENT** which has devoted its complete issue to operations at Manning's, Inc. Miss Smith is also a Manning employee.

RAPID TRANSIT PROGRAM proposed by the five-county Bay Area Rapid Transit District is overwhelmingly favored by those who learn about it, according to surveys being conducted by BART. A large majority favor their community paying its fair share of the cost of such a system. An even larger majority — about 90 per cent — believe traffic congestion will increase without rapid transit. . . .

FORTY-FIFTH ANNUAL MEETING OF AMERICAN CHAMBER of Commerce Executives will be held in Denver October 3 to 6. G. L. Fox, General Manager of the Chamber, will attend. . . .

BARBARA DORN ASSOCIATES, San Francisco and New York Interior Design Consultants and Decorators, have been appointed interior designers for the new Fairmont Towers addition to the Fairmont Hotel soon to be constructed. . . .

ROBERT B. MENAPACE, Acting Managing Director, Development Loan Fund, Washington, D. C., will speak on "What the Development Loan Fund Can Do to Help Your Business" Thursday, September 10, at a World Trade Association luncheon at the Fairmont Hotel. . . .

HARRY W. GUPPY, Chairman of the Chamber Government Purchasing Liaison Section, urges all member firms of the Chamber to contact the General Services Administration, Business Service Center, Room 100, 49 Fourth Street, San Francisco for inclusion on the bidders' lists to receive direct mailings of appropriate mailing documents. One of the most active government purchasing offices in the country, the San Francisco office obtains huge quantities of various commodities from Bay Area businesses, according to Guppy. Weekly listings of commodities sought by the GSA will be maintained in the Domestic Trade Department of the Chamber. . . .

Anecdotes, Historical Data Sought for Chamber Book

Anecdotal material and photographs covering the Chamber's history and operations are requested by the Filmer Publishing Co. which is planning a volume on the organization as part of its series "The Library of Western Industry."

The book will be co-authored by Michel Lipman, well-known San Francisco writer, and James D. Warnock, Manager of the Publicity Dept.

Those with suitable material should contact the Publicity Dept.

BETHLEHEM STEEL COMPANY'S model of its \$7 million, 15-story new San Francisco headquarters building will be on display in the Chamber lobby through August 31. Other firms wishing to display models of their part in the city's "Big Build" are invited to contact the publicity Department of the Chamber. . . .

SAN FRANCISCO BAY AREA HOME SHOW, September 26 through October 4 at the Cow Palace, will be the finest show of its kind ever seen in northern California, according to James Logan, Executive Director of the event (JU 6-7660). The Chamber and the Street Tree Division of the Department of Public Works are planning a special exhibit to encourage tree planting by householders and district associations. . . .

NINETEENTH ANNUAL BACCARI VINTAGE FESTIVAL will again take place during September and October, highlighted by a pageant in the rotunda of City Hall on October 2. . . .

AMERICAN PRINTS TODAY, 1959, will open at the Achenbach Foundation for Graphic Art, California Palace of the Legion of Honor, Lincoln Park on September 12, featuring fine original works for sale by outstanding American print makers, including John Ihle of San Francisco State College and George Miyasaki of the College of Arts and Crafts in Oakland. . . .

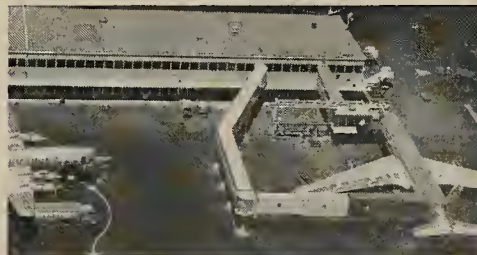
TOMMY BOLT, 1957 U. S. Open Champion, and Jack Fleck, who won the 1955 open crown at the Olympic Club, have filed entries for the Golden Gate Championship at Harding Park September 21-27, an official event of the Pacific Festival. . . .

REGISTRAR OF VOTERS Thos. A. Toomey has announced a list of 34 places throughout San Francisco where citizens may register with convenience beginning today. Further information may be obtained by calling the Chamber Research Department. . . .

GUIDE TO CALIFORNIA'S FAIR EMPLOYMENT PRACTICE ACT has been published by the Federated Employers of San Francisco, 2 Pine Street, and may be purchased for \$2.50. A management conference on the act was held on Tuesday at the Sheraton-Palace. Fred A. Cutter, Vice President of Cutter Laboratories, Inc. was luncheon speaker. . . .

GRAND NATIONAL LIVESTOCK EXPOSITION, Horse Show and Rodeo will take place at the Cow Palace, October 30 through November 8. A Chamber committee will again wage an aggressive campaign on behalf of livestock sales. . . .

TWO BUILDINGS SAN FRANCISCO 1959, a pictorial study of the John Hancock Western Home Office Building and the Crown Zellerbach Building, runs at the San Francisco Museum of Art through September 20. . . .



AMERICAN AIRLINES has put into operation the nation's first jet passenger boarding system. The installation at International Airport, costing more than \$100,000, has glass-enclosed, red-carpeted movable corridors which permit complete loading and unloading of 112-passenger Boeing 707 Jets in three to five minutes. The short, monorail gondola of the forward loader and the long, swinging wheel-mounted corridor of the rear-loader join the jet fuselage the instant the brakes on the inbound plane are set. Ramps can be raised or lowered and moved forward or aft to assure passengers a level walk from the airplane into the second floor of the airport concourse.



AN IDAHO MULE TRAIN stopped off at Levi Strauss & Co., San Francisco's pioneer clothing firm, to get re-outfitted in Levi's "jeans." Threadbare and weary after 800 miles and two months on the road, trailmaster Don Lee happily accepted the "Levi's" from Joe Frank, Strauss' senior employee of 63 years who once covered his territory with a wagon train. The two mule skinner, Lee and John Gillihan, started from Boise in May with five mules and two horses to promote tourist travel in the Idaho wilderness.

LOSSES IN HUMAN LIVES, IMPROVEMENTS, NATURAL RESOURCES, equipment and taxpayers' money from forest fires have this year been staggering and the season is not nearly over, according to DeWitt Nelson, Chairman of the California Fire Prevention Committee and Director, Department of Natural Resources. Up to August 1, there had been 490 lightning and 2,154 man caused fires burning 118,755 acres in which more than ten fire fighters lost their lives. . . .

PLANS FOR CONSTRUCTION OF THE WEST'S first plant for the manufacture of the chemical maleic anhydride were announced by Fred Powell, President of California Chemical Company, a subsidiary of Stanford Oil Company of California. . . .

Effect of Teamsters' Strike on Local Economy Deplored by the Chamber

In view of conditions prevailing in San Francisco with regard to the current difficulties between the trucking industry and the Teamsters Union, Jack H. How, president of Chamber has today issued the following statement:

"The Chamber deplores a situation where the flow of goods vital to the city's living and economy is grinding to a halt.

"In the present situation the Chamber requests the officers of the union and the leaders of the insurgent group of employees to resolve their differences so that the agreement reached by the Draymen's Association and the union's officers and negotiating committee can be given full consideration.

"The Chamber will lend every possible assistance toward protecting and maintaining the good industrial and economic climate of San Francisco and the San Francisco Bay Region. From the viewpoint of the community, the increases in the proposed agreement are considered to be excessive. With increasing competition between cities and between regions, San Francisco must not be priced out of the market as a place to do business and for employment. The Chamber will bend every effort to aid in bringing about a settlement in this present crisis."

Ralph B. Koeber, Chamber Research Expert, Retires

Ralph B. Koeber, who created the Research Department of the Chamber, will retire Monday after 37 years with the Chamber, according to G. L. Fox, General Manager.

A Chamber staff tribute at the Commercial Club will honor Koeber.



Ralph B. Koeber

"He has served everyone every day in an excellent way," Fox commented.

"One of the primary tasks of the Chamber is to tell the world the story of San Francisco," Fox continued. "Koeber has provided the solid groundwork of facts and figures for the development of this story with conscientious devotion to the accurate interpretation of the economic, industrial, agricultural and commercial data which he has so assiduously compiled."

Chamber Directors Campaign for Labor Reform Legislation

Directors of the Chamber are conducting a vigorous wire campaign in favor of the Landrum-Griffin Bills as a first step in labor reform legislation.

"We urge all Chamber members and others concerned with the business climate and the increasing problems of the consumer to join us in sending wires or letters favoring the bills to members of Congress," Jack H. How, Chamber President, said.

The legislation (HR 8400 and 8401) would give the States authority to act in labor disputes, guarantee the democratic rights of union members, prohibit organizational and recognition picketing, and outlaw secondary boycotts.

Small Business Section Contractors' Workshop Set

A discussion "workshop" for all types of contractors will be held Thursday, September 17, from 7:30 to 10 p.m., at San Francisco State College's Downtown Center, under the sponsorship of the Small Business Section, according to Roy P. Cole, Chairman.

SALUTE TO SF INDUSTRY



ELECTRONICS—"LUSTY INFANT OF INDUSTRIAL WORLD"

"California, there she are—the 'land of milk and honey'—and, one might add, electronics."
—JOHN STEINBECK

Electronics, the fastest developing industry in the nation—doing \$10 billion worth of annual business nationally—is undergoing its greatest growth in the eleven western states with heavy emphasis on the San Francisco-Peninsula area, according to John A. Chartz, President of Western Electronics Manufacturers Association.

"Few realize electronics is rapidly approaching in stature the giants of industry—steel, automotive and petroleum—in the value of products," Chartz declared.

In the S.F.-Peninsula area—hub of the burgeoning industry—there are currently 144 firms employing about 40,000 persons with a sales volume conservatively estimated at \$439 million this year, nearly one-fourth the total of the eleven western states.

The eleven western states now have 770 firms employing 146,000 persons with a whopping \$1,932,000,000 in annual sales (excluding aircraft and broadcast service revenues). These states house 18 per cent of the electronics firms in the nation, employ 19 per cent of the personnel, and record 23 per cent of the country's annual sales.

The "lusty infant of the industrial world" was born in an old rooming house in Palo Alto about half a century ago when Dr. Lee deForest invented the "audion" or electron tube—forerunner of practically every form of electronics device. Other imaginative scientists who pioneered on the peninsula were Herbert B. Van Etten, Leonard E. Fuller, Cyril F. Elwell, Fred Kolster, Charles V. Logwood, Ralph Heintz and Douglas Perham. Elwell constructed the first west coast radio transmitter.

Later, the klystron, the first practical generator of microwave energy, was created by the late Dr. Russell H. Varian and his brother, Sigurd, at Varian Associates, Stanford Industrial Park. "TV on tape," making possible an immediate playback of actual events with perfect fidelity to reality, was devised by Ampex Corp. of Redwood City, pioneer stereophonic sound firm. The peninsula also was the birthplace of the rhumbatron and vacuum tube oscillator.

The first city in the country (possibly in the world) to have central district electrical lighting (1879), San Francisco, was the home base for Philip T. Farnsworth, who—working out of a loft at Green and Sansome Streets—invented all-electronic television in 1927.

Early San Francisco inventors also included Peter Jensen and E. S. Pridham, famed in the development of the loudspeaker and founders of the Magnavox Company.

Stanford Research Institute, Menlo Park—an independent, non-profit corporation with some 1,400 employees—developed the "Erma," a fabulous computer used by the Bank of America for check-processing.

The chromotron, a modern development of the color picture tube, was created by the late Ernest O. Lawrence, Nobel Prize winner and formerly director of the University of California Radiation Laboratory.

The San Francisco Peninsula, a "superb stretch of American suburbia," is emerging as a major industrial center, primarily because of the impetus given to it by the electronics industry which has been fostered and stimulated over the years by the San Francisco Chamber.

(*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

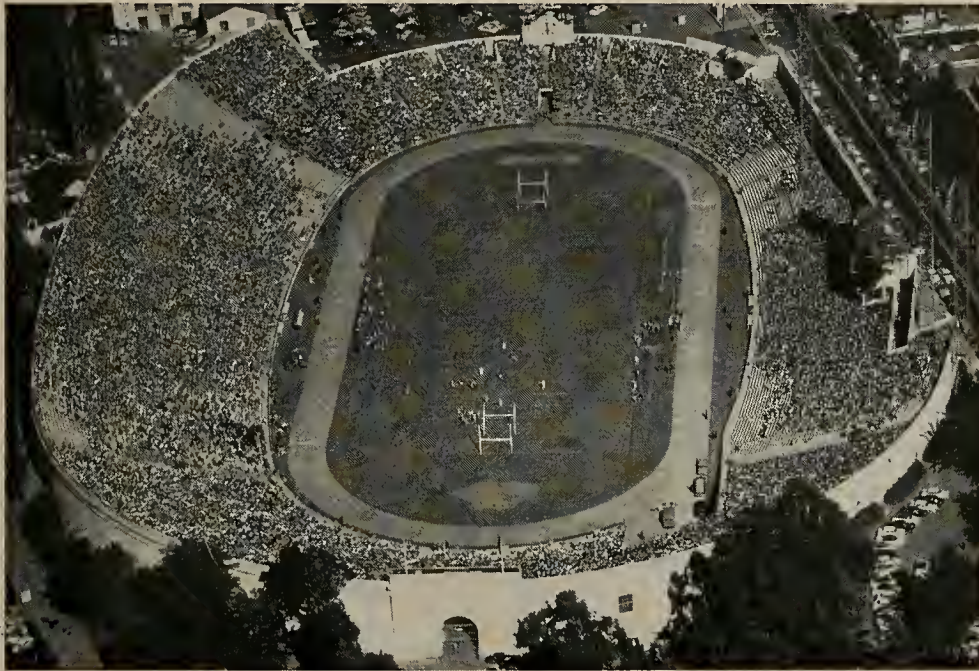
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JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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410,837 fans paid \$1,800,000 to see 49ers in Kezar Stadium in 1958.

Colorful 49ers Mean \$42 Million Financial Turnover to Area Economy

San Francisco's colorful professional footballing 49ers know how to score touchdowns in the bank as well as on the gridiron.

Paid attendance for 1958, totaling 410,837 persons, showed a revenue of \$1,800,000. This revenue turned over at the average rate of 29 times during the year—a formula utilized by the Federal Reserve Bank based on studies of bank debits and deposits—resulting in estimated financial transactions aggregating \$42 million.

"Voices" of The 49ers

Bob Fouts, veteran local sportscaster, will narrate the play-by-play account of the 49er's activities this season with Lon Simmons doing the "color" for radio-station KSFO.

Fouts knows the 49ers from the training table to the T-formation.

Fouts has been covering all phases of sports for radio since 1943 with time out for a stint in the Armed Forces and for television.



Lon Simmons



Bob Fouts

A significant element in these statistics is that \$37 million of the financial transactions resulted from out-of-town attendance, according to Vic Moribito, one of the owners of the 49ers.

"In our report to the City and County of San Francisco petitioning a rent reduction at Kezar Stadium in January, 1958, we estimated that out-of-towners formed 25 per cent of our total paid attendance.

"A recheck of the figures this year showed that the figure was grossly inadequate. Our ticket sales, by actual count, disclosed that a surprising 72 per cent of the sales were to persons who come to the city to see our games and that only 28 per cent of our sales were to residents of San Francisco.

"In plain figures, a total of 295,803 visitors spent \$1,293,764 on tickets alone. At the average turnover rate, that means \$37 million in financial transactions resulted from out-of-towners.

"On top of that, if you conservatively figure that out-of-towners spend an additional \$50 each on the average for various needs entailed with making the trip to see the 49ers in action,

(Turn to page two)



Bob St. Clair, 49ers' only San Franciscan.

St. Clair: Mr. Football In San Francisco

Bob St. Clair—who is about as tall as the Telephone Building — is the only native-born San Franciscan on the 49ers.

Tallest football player in the National Football League, St. Clair, six foot nine and 263 pounds, is generally recognized as one of the greatest tackles in the history of the league.

St. Clair, who is captain of the 49ers, graduated from Polytechnic High School (he was picked on the All-City team by Joe Haughey of the Publicity Department who then was a sportswriter on THE SAN FRANCISCO NEWS), and was a member of the fabulous

(Turn to page two)

1959 SCHEDULE**PRESEASON GAMES**

Sept. 12 Rams at Los Angeles
 Sept. 19 New York at Salt Lake City

LEAGUE GAMES

Sept. 27 Philadelphia at SAN FRANCISCO
 Oct. 4 Los Angeles at SAN FRANCISCO
 Oct. 11 Green Bay at Green Bay
 Oct. 18 Detroit at Detroit
 Oct. 25 Chicago Bears at SAN FRANCISCO
 Nov. 1 Detroit at SAN FRANCISCO
 Nov. 8 Los Angeles at Los Angeles
 Nov. 15 Chicago Bears at Chicago
 Nov. 22 Baltimore at Baltimore
 Nov. 29 Cleveland at Cleveland
 Dec. 5 Baltimore at SAN FRANCISCO
 Dec. 13 Green Bay at SAN FRANCISCO

Deadline for Season Tickets September 15

Deadline for obtaining 49er season tickets is September 15, according to Dan McGuire, the club's Public Relations Director.

"Almost 40,000 season ducats have been sold to date," McGuire reports.

"The season ticket sale which began at 1,222 in 1946, climbed to 20,737 in 1957 and reached the fantastic mark of 38,000 last year.

"This has been in keeping with the attendance trend in the National Football League which has increased its drawing power by more than one million since 1950 — the greatest rise in ANY professional sport," McGuire said.

49ers Mean \$42,000,000

(Continued from page one)

the volume last year would have amounted to \$1,479,000 or more than \$42 million in financial transactions based on the turn-over formula.

The \$1,479,000 spent by visitors brought in by 49er games in 1958 breaks down as follows:

Food, 26.7%.....	\$394,893
Hotel, motels, 22%.....	325,380
Department stores and others, 17.9%	264,741
Gasoline, oil, tires, etc., 12%.....	117,480
Recreation, theaters, sports (tickets) 7.6%.....	112,404
Sightseeing, 4.4%	65,076
Beverages and refreshments, 4%.....	59,160
Sundry items, hometown papers, etc., 3.7%	54,723
Laundry, cleaning, personal, professional, 1.7%	25,143

St. Clair: Mr. Football

(Continued from page one)

Ollie Matson-led University of San Francisco team.

When USF dropped football, St. Clair transferred to Tulsa where he won All-Missouri Valley Conference honors. Later he starred in the East-West game.

Last November St. Clair, called "The Geek" by his team-mates, was elected Councilman in Daly City where he resides with his wife Ann, and four children, Lynn 9; Gary 6, Gail 5, and Greg, 3.



Team Is Mainstay for Kezar Stadium

Although the 49ers games account for only 25 per cent of the use of Kezar Stadium, they account for 95 per cent of its total income to the City and County from rentals and 83 per cent from concessions, according to Vic Morabito.

In the past 13 years, the 49ers have been responsible for \$1,350,153.89 in rental and concession revenue.



JOURNEY'S END — Catherine T. Clark, President of Brownberry Ovens, Inc., and G. L. Fox, Chamber General Manager, examine samples of Irish oatmeal, part of a cargo brought here by the British ship SS Colorado Star of the Blue Star Line. To the right is the ship's captain, William Neill. The shipment will be used to make Irish oatmeal bread at Brownberry's new northern California plant in Burlingame.

49er Season Ticket Order:

NAME

ADDRESS

City

Ph.

I desire Season Tickets at \$27.00 each and enclose my check or money order

in the amount of \$.....
 (Please add 30c for handling and mailing)

LOCATION DESIRED: (Check one)

Golden Gate Park (Sunny) Side

Frederick Street (Shady) Side

Make checks payable:

San Francisco Forty Niners

Date Rec'd

Individual Career

Records of 49er Stars

Rushing—Joe Perry (11 seasons)—1,468 carries for 7,894 yards. (All-time football record.)

Passing—Y. A. Tittle (11 seasons) —1,525 completions in 2,761 attempts for 20,606 yards and 132 touchdowns. (This includes Tittle's three seasons with the Baltimore Colts. The yardage total is exceeded only by Sammy Baugh who gained 22,085 yards through the air for the Washington Redskins in 16 seasons.)

Receiving—Billy Wilson (eight seasons) —360 catches for 5,311 yards. (Fourth in all-time NFL records.)

New Service to Aid Press, Publicists

As a service to press, radio and television and to members of the publicity field, a press conference information service has been established by the Chamber in cooperation with the San Francisco Bay Area Publicity Club.

Publicists throughout the area are asked to send copies of invitations to press conferences, tours, luncheons and other events to the Publicity Department of the Chamber, 333 Pine St., for chronological filing.

In order to avoid duplication of the timing of press events, publicists can then call the department at EXbrook 2-4511, Ext. 80, before scheduling such events for their clients, corporations or organizations.

"Many in the publicity field have been severely embarrassed because three or four press conferences have been scheduled at the same time," according to James Warnock, Publicity Manager of the Chamber and president of the club. "Such duplication has also created great coverage problems for press, radio and television. We believe that such a project will benefit both of these important segments of the communication field."

The service will be conducted on a six month's pilot basis, he said. It might be expanded later to include, as a reference service for press and publicists, a file of all news releases sent out in the Bay Area.

Hitting the High Spots

with JIM WARNOCK



COLONEL LEANDER H. HARRISON (right) takes over command of the San Francisco Ordnance District, succeeding Col. M. Stark, who will retire from active duty Monday. Col. Harrison will report to his new headquarters at 1515 Clay Street in Oakland after having served three years in the office of Chief of Ordnance, Washington, D. C. He won the Legion of Merit as ammunition officer of the 12th Army Group in Europe in World War II, the Bronze Star Medal as ammunition officer of the 1st U. S. Army and was awarded the French Croix de Guerre with Silver Gilt Star in the Liberation of France.

SECOND ANNUAL PACIFIC FESTIVAL opens next Friday with ceremonies in the rotunda of City Hall. Highlights will be the Trade Show in Brooks Hall, of which Lester Goodman, President of Getz Bros., is Chairman, and a September 25 parade featuring 17 top TV personalities of which Sheriffs Matt Carberry and Earle Whitmore are co-chairmen. Dozens of other colorful events will be taking place through September 27. General Chairman Robert B. Murray, Jr., urges Chamber members to take part in the many events to be heavily publicized by press, radio and television. . . .

OPENING NIGHT PERFORMANCE of Ringling Bros. Barnum and Bailey Circus on September 16 will benefit CARE, which hopes to send \$20,000 in food and tool packages overseas as a result. Packages will be marked "gift from the people of the San Francisco Bay Area." . . .

THE CHAMBER PLAYED A LEADING ROLE in the campaign for a third non-stop jet service between San Francisco and New York, granted last week to American Airlines by the Civil Aeronautics Board. Service will start November 1. . . .

NEW JET SERVICE TO NEW YORK by United Air Lines begins September 18. . . .

GREAT GOLDEN FLEET OF THE CHAMBER, headed by Vice Commodore Charles Langlais's ADIOS II will escort the 42nd Annual Dolphin Swim Meet from Fort Point to Lime Point at 9 a.m. on September 13. . . .

SECOND OF TWO CITY PLANNING round table discussions will be held at the San Francisco Museum of Art, Civic Center at 8:30 p. m. on September 16. Subject: "The Artist and the Architect Now." Speakers: Gurdon Woods, sculptor and Director of California School of Fine Arts, and Ralph Du Casse, leading artist. Moderator: George D. Culler, San Francisco Museum of Art. . . .

BOB ROSBURG, PGA CHAMPION, and Ken Venturi, one of the tour's leading money winners, head a list of 33 pros who have signed to compete in the Golden Gate Open of the Pacific Festival at Harding Park, September 21-27. . . .

Chamber Leads Drive For New U. S. Pacific Service

The Chamber has filed a 99-page exhibit with the Civil Aeronautics Board in support of service by an American carrier in the Trans-Pacific Route Case.

Charles C. Miller, manager of the Chamber Transportation department, will appear before the CAB in support of competitive American flag air carrier service between San Francisco and Tokyo and points beyond via the Great Circle Route with a permissive traffic stop at Seattle, without expressing carrier preference.

The Chamber will also support such service between San Francisco, Tahiti and points beyond without expressing carrier preference.

Dates have been set for a hearing in Honolulu on October 26, followed by hearings in San Francisco on or about November 4 and in Washington, D. C. on or about November 12.

The Honolulu, San Francisco and first part of the Washington hearing will be devoted to civic presentations with the exception of a presentation by Hawaiian Airlines in Honolulu. Nearly every major U. S. city will be heard in favor of direct service between their communities and Hawaii.

Presentation by the eleven United States carriers which have filed applications will occupy the last part of the Washington hearings. At present there is no American flag single carrier-single plane service between San Francisco and Tahiti and points beyond.

The Chamber will also assist in developing the facts as to the need for all-cargo service in the Pacific area and how such service, if needed, should be performed.

WENDELL W. WITTER, JAMES A. FELCHLIN AND RICHARD M. DAVIS are serving as advisors to the University of California in the development of a special, high-level seminar in investment banking. . . .

LITERATURE FOR DISTRIBUTION AT THE SAN FRANCISCO BOOTH at the State Fair will again be provided this year by the Chamber. . . .

STAR ATTRACTION of the American National Exhibition in Moscow — the typical American home — has its counterpart in San Francisco, Macy's ROOFNIK, built on its roof above Geary Street, overlooking Union Square. The six-room ranch style home is typical of the best in moderate-priced housing not only being built in the Bay Area, but in the suburbs of cities throughout the American West. . . .

JOHN J. PRETULA, Civilian Personnel Officer of the U. S. Army's San Francisco Ordnance District, is new Chairman of the Federal Personnel Council of San Francisco, representing some 100 government agencies of northern California with 80,000 Federal employees. . . .

I-T-E CIRCUIT BREAKER CO., Philadelphia, has moved its Western regional headquarters from Denver to San Francisco. Robert G. Petersen has been named regional sales manager and will work out of the new office at 116 New Montgomery St. The firm said the move was made "to place central planning of sales activities near the rapidly expanding West Coast industrial areas, where demand for I-T-E products has increased substantially." . . .

THROUGH KPIX, Mayor George Christopher has video taped an invitation to the entire country to attend the Pacific Festival. Message will be released to all of the stations of the Westinghouse Broadcasting Company, as well as other TV and radio stations. . . .

Hawaiian Trade Tour Lures 43 Business Tourists

"Ship and air reservations in limited number are still available for this month's Hawaii Trade Development Tour of the Chamber," according to Sidney H. Keil, Manager of the Domestic Trade Department.

The tour, sponsored by the Hawaiian Affairs Section of the Chamber, Alan H. Johnston, Chairman, has resulted in 43 commitments.

"The fact that this tour to our country's 50th state combines business with pleasure has, from its inception, assured its success," Johnston said.

"Chamber members interested in this trade development opportunity to the 'Paradise of the Pacific' are urged to obtain trip applications while it is possible from the Domestic Trade Department of the Chamber, 333 Pine Street, EXbrook 2-4522, Extension 72."

One group will leave on the LURLINE from Los Angeles, Monday, September 21. Another contingent will fly out of International Airport Saturday, September 26.

The following have made reservation for the trip:

Mr. & Mrs. James Campbell, San Francisco Port Authority; Mr. & Mrs. Paul A. Cooper, C & H Sugar Refining Corporation; Mr. & Mrs. Charles Davis, Crown Zellerbach Corporation; Mr. & Mrs. Don E. DeLone, San Francisco Port Authority; Mr. & Mrs. Jack H. How, Western Machinery Company; Mr. & Mrs. Sidney H. Keil, Domestic Trade Department, the Chamber; Paul B. Kelly, Crocker-Anglo National Bank; Mr. & Mrs. Everett Kindig, Hills Bros. Coffee, Inc.

Mr. & Mrs. John W. Ledford, V'soske (importer); Mr. & Mrs. Boyes Luckett, American President Lines, Ltd.; John S. Major, General Services Administration; Mr. & Mrs. Joseph A. Mancini, The Brookman Co., Inc.; Mr. & Mrs. Robert N. McKee, Cimarron Cattle Co.

Mr. & Mrs. William W. Moore, Dames & Moore; Mrs. Jane Morgan, Western Girl, Inc.; Miss Grace Nelson, New York Life Insurance Company; S. R. Newman, United Air Lines.

Dr. and Mrs. Francis B. Quinn; Mr. & Mrs. Carl Scheick, The Pacific National Bank of San Francisco; Mr. & Mrs. Robert Smith, Stanford Research Institute; Allen Toole, Evju Products Company, Ltd.; Mr. & Mrs. John Vyverberg, Owens-Corning Fiberglas Corp.; Miss Beverly Willis, Beverly Willis and Associates

Indicating that they will join the group are:

Frank X. Gordon, William P. Goss Co., and Robert M. Haynie, Haas & Haynie Corporation.



Albershardt Named Research Manager

Fritz Albershardt, former Stanford Research Institute analyst, has been appointed manager of the Research department of the Chamber, according to G. L. Fox, general manager of the Chamber.

Albershardt, whose chief task with the SRI was to evaluate production costs and schedule studies of missile and radar warning systems for the Army Rocket and Guided Missile Agency, succeeds Ralph B. Koerber, 66, who has retired after 37 years with the Chamber.

A graduate of Indiana University, Bloomington, Ind., with a stint at Wabash College in Crawfordsville, Ind., Albershardt has been an auditor, a bookkeeper and accountant. He has been employed locally by Price, Waterhouse & Co. and Benson & Neff.



Albershardt

Chamber Calendar

September 12—CANCOCCE LUNCHEON—Santa Clara County Fair Grounds.

September 13—GREAT GOLDEN FLEET escorts 42nd Annual Dolphin Swim Meet—Ft. Point to Lime Point, 9 a.m. Vice Commodore Charles Langlais, cruise captain.

September 15—Joint Meeting of CAPITAL IMPROVEMENT & LAND USE SECTION, PERSONAL PROPERTY TAX SECTION and INDUSTRIAL DEVELOPMENT COMMITTEE—Room 200, Chamber, 10:30 a.m.

Agenda: Haslett Warehouse S.F. Maritime Project X.

September 15 — CREATIVE DESIGN CENTER LUNCHEON—Commercial Club, 12 noon.

September 16—RMA BOARD OF DIRECTORS—Press & Union League Club, 8 a.m.

Agenda: Cleaning up San Francisco.

September 17 — SMALL BUSINESS SECTION WORKSHOP FOR CONTRACTORS—S.F. State College Downtown Campus, 7:30 - 10 p.m.

September 22 — MUNICIPAL CONFERENCE—Room 200, Chamber, 3 p.m.

September 25 — Joint Meeting of REGIONAL PROBLEMS SECTION, TRANSPORTATION COMMITTEE and WORLD TRADE COMMITTEE—Room 200, Chamber, 10:30 a.m.

Agenda: Golden Gate Authority—sea ports.

September 25, 26, 27—NORTHERN CALIF. INDUSTRIAL MANAGERS' CONFERENCE—Lake Tahoe.

September 25—LIVESTOCK MAN OF THE YEAR AWARD COMMITTEE—Commercial Club, 12 noon.

Non-Partisan Activity Urged In New Practical Politics Program

The "Practical Politics Program," a new project of the San Francisco Chamber of Commerce, was announced last week by Jack H. How, President.

C. C. Walker, Chamber Director and Regional Vice President of the General Electric Company, is Chairman of a new committee to direct the program, How said.

Members of the committee are William A. Carroll, president of the San Francisco Junior Chamber of Commerce and attorney; O. R. Doerr, Chamber director and vice president in charge of sales, Pacific Gas & Electric Company; George F. Hansen, Chamber director and vice president, Matson Navigation Company; Willis M. Holtum, Chamber director and manager, Western Division, City Mortgage Dept.; Equitable Life Assurance Society of the U. S.; and Victor B. Levit, Chamber director and partner, Long & Levit, attorneys.

Randle P. Shields, manager of the Chamber Public Affairs Department, will staff the project.

"The Chamber has for many years engaged in a program of non-partisan political activity," How said. "This committee will act as a guide to greater participation in politics by all segments of the community.

"Legislation and government have become so highly complex and deeply involved with the consumer, the businessman, the agriculturalist, and the industrial worker that none of us can afford not to take a more active part in politics."

In addition to its present legislative program, the Chamber will step up its political activity in the following ways:

• By sponsoring a pilot "Action Course in Practical Politics" patterned after the course outlined by the Chamber of Commerce of the United States, with the understanding that the course be limited to about 16



Jack H. How



C. C. Walker



R. P. Shields

key participants, with the object that each would subsequently establish a similar course within his own company or group of business associates.

- By giving greater emphasis and leadership to registration and voting drives.
- By sponsoring membership meetings to encourage business participation in political affairs and to pass on ideas and information on legislative issues. Top regional and national figures will be featured at these meetings.
- By publishing a political calendar showing the dates of elections and listing the offices to be filled.
- By recruiting speakers on political action to be made available for engagements through a Chamber speakers' bureau.
- By printing Chamber voting recommendation cards on ballot propositions in greater quantity for distribution to the entire Chamber membership as well as to other interested groups.
- By including in the next edition of "Know Your Elected Representatives" the names of the State Legislators and Congressional Representatives for six counties of the Bay Area. (Past editions have included only San Francisco districts, but many San Francisco businessmen do business or reside in other counties as well.)
- By making greater use of its communications facilities to encourage activity in politics.
- By appointing a special committee to undertake specific projects as listed above and to make recommendations on the financial aspects of the program.

Calling All Contractors

All contractors, paving and grading, electrical, plumbing, painting, alteration and general, to name only a few, are invited to attend a discussion workshop on Thursday evening, September 17, 7:30 to 10:00 p.m. at the downtown center of S. F. State College sponsored by the Small Business section of the Chamber and the Center.

Taxes and accounting practices will be covered, according to Roy P. Cole, Chairman.

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MORE THAN \$450,000,000 in new construction in San Francisco has been announced during the first half of 1959—the greatest boom in the city's history—according to the Chamber. Shown here are a number of new buildings nearing completion in the financial district including Crown Zellerbach, John Hancock and Bethlehem Steel.

—News-Call Bulletin Photo by Sid Tate aboard Bay Aviation Services plane.

Record \$450 Million in New Construction For City During First Six Months of '59

More than \$450 million in new construction in San Francisco has been announced during the first half of 1959—pointing toward the greatest building boom in the city's history—according to the Chamber.

Coupled with the more than \$12 million (not included in the above total) in civic bond issues on the November ballot—involving the renovation of the Palace of Fine Arts and the Civic Auditorium and the construction of the Ferry Park—the buildings will drastically change the city's skyline.

With \$50 million in the State coffers for the reconstruction of the Embarcadero piers and the ultimate realization of the \$220 million Golden Gateway Project (previously announced) and the \$100 million proposed Embarcadero City—taken together these projects would conservatively aggregate \$350 million in expansion alone—the city will one day have the world's most beautiful waterfront.

(Embarcadero City enabling legislation, Senate Bill 475, has been approved, granting Port Authority permission to long-term leasing to private interests. A survey by a private concern will be released at the end of this month on the economic aspects of the waterfront situation.)

Despite its geographical limitations—only 44.8 square miles of land—San Francisco is undergoing its most explosive construction growth. Nothing like it was experienced before or after the 1906 catastrophe which resulted in \$500 million in property damage and the destruction of some 28,000 buildings.

From May 1906, through 1910, a total of \$169,887,195 was spent in reconstruction—the equivalent of \$1,250,200,000 in terms of today's dollar. The top full year of 1907 saw \$56,514,000 expended in rebuilding the city—equal to \$416,514,000 by present monetary

If the three November city bond issues are passed, San Francisco will have undergone its most radical physical change in a year's time since after the fire and earthquake. The issues at stake are: Proposition A, a \$7,575,000 renovation of the Civic Auditorium; the \$2,967,250 Ferry Park; and the \$1,800,000 rehabilitation of the Palace of Fine Arts (augmenting the \$2 million gift of Walter S. Johnson and matching \$2 million earmarked by the State if the issue is passed).

Included in this year's first half-year record total was \$53,709,567 in build-

San Francisco Quotes—

"Of all the cities in the United States I have seen, San Francisco is the most beautiful."

—NIKITA KHRUSHCHEV, quoted by Wes Willoughby, NEWS-CALL BULLETIN

ing permits, another record. (Residential and non-residential building permits and additions and repairs alone for the past 4½ years totaled \$335,967,306, including a record year of \$83,226,675 in 1958.)

Authorized construction in the Central Business District from 1955 through June of this year amounted to \$101,162,346 and announced projects amounted to \$220 million for a grand total of \$321,162,346.

(Month-by-month breakdown, page 3)



'THE BIG BUILD'



TEMPORARY ENTRANCE
AMERICAN TRUST
COMPANY

CALIFORNIA AND LEIDESDORFF . . . citizens ogle demolition process for new unit of American Trust Company bank. . .

—Cartoon provided by the American Trust Company.



IN AN EFFORT to encourage district associations and householders to plant more trees, a special exhibit at the San Francisco Bay Area Home Show, Cow Palace (September 26-October 4), co-sponsored by the Chamber and the Street Tree Division of the Department of Public Works, will show 10 trees which do best in the city. Shown christening a Laurel Fig, are Sherrill Ann Smith, "Miss San Francisco,"; Jack H. How, president of the Chamber (left) and R. Brooks Larter, assistant director, Dept. of Public Works (right).

Busy Weekend Ahead For Pacific Festival

The Pacific Festival, which is expected to attain the stature of New Orleans' Mardi Gras, rolls into high gear this weekend.

Climaxing a week-long series of colorful events the Festival will hold its Grand Ball in the rotunda of the City Hall tonight and a seven-mile long Carnvial Day Youth Parade tomorrow.

The Pacific Trade and Travel show at Brooks Hall, featuring day and night exhibits from 44 Pacific Basin countries ranging from Thailand to Alaska and Hong Kong to Guatemala, runs through Sunday night.

Guide to Tree-Planting in San Francisco Issued by Chamber, Public Works Dept.

Everyone agrees that San Francisco is one of the most beautiful cities in the world.

Robert Louis Stevenson, Rudyard Kipling, Mark Twain, to name only a few, have made statements to that effect and this week they were joined in this sentiment by Nikita Khrushchev.

Nevertheless, even the Chamber, defender of the city's fine reputation, agrees with many others that San Francisco could become even more beautiful if more trees were planted.

Taking its inspiration from Joyce Kilmer, the Chamber has kicked off a program to encourage district associations and householders to do more planting of the proper kind of trees. It has published a brief guide entitled "Street Tree Planting in San Francisco." Based on authoritative data assembled by the Street Tree division of the Department of Public Works, of which Brian Fewer is Supervising Gardener, the pamphlet lists nearly 40 trees, evergreen and deciduous, which grow well in San Francisco with exposure to winds, fog, salt air, and sun, in each neighborhood taken into account.

Ten thriving examples of the most suitable trees for San Francisco will be displayed in planters at the San Francisco Bay Area Home Show, September 26-October 4 at the Cow Palace in an exhibit jointly sponsored by the Street Tree division and the Chamber. Brian Fewer and experts from the San Francisco Garden Club will be on hand daily to distribute guides to the public for 25 cents each and answer questions about tree planting in San Francisco.

Mrs. Robert Clark, chairman of Civic Participation of the club, will be assisted by Mrs. E. Schlesinger, Mrs. W. Terry, Mrs. H. Crawford, Mrs. C. Huntington, and Mrs. M. Thompson.

In addition to the common and botanical names of the trees, the pamphlet contains the places of origin and zones of the city where the 40 recommended trees will do best.

A brief description of each variety, height of trees when full grown, rate of growth, drought resistance, soil preference, maintenance requirements and depth of root systems (important to the Department of Public Works



MAIDEN LANE... Only man can plant a tree...

in view of its street installations) are included. The pamphlet also tells where young trees in existing plantings along streets can be seen.

The Chamber this week placed a laurel fig tree in a planter on exhibit in front of its office at 333 Pine Street to encourage planting and promote the Cow Palace show.

The guide also contains regulations covering permits needed for planting trees between curbs and sidewalks. Trees, shrubs and ground covers in all street areas and all sidewalk areas are under the jurisdiction of the Department of Public Works. A permit is required from the department for the planting, maintenance or removal of street trees in San Francisco.

The list of trees was compiled by the Street Tree Supervisory committee which works with Fewer. Members are William Siden, Chairman, and Mrs. Morley Thompson, Keith Davey, Harry Nelson, Roy Hudson, Jack Spring and Sylvester Evans.

Fewer's division supervised the planting of sycamores in Maiden Lane last year (above), enhancing its position as one of the most attractive retail areas in the country.

For additional information about trees householders and associations or call or write Brian Fewer, Street Tree Division, Department of Public Works, HE 1-2121, Ext. 665, 2323 Army St., San Francisco 10.

They can either pick up the guide at the Chamber booth when they attend the Home Show, which opens this Saturday, or send 25 cents to Trees, San Francisco Chamber of Commerce, 333 Pine Street, San Francisco 4.

NEW MEMBERS OF THE CHAMBER



Ford Montgomery H. S. Firstenberg Joseph V. Hogue Keijo O. Ahovuori Robert L. Rabe

New members recently added to the Chamber roster include the above (left to right): Ford Montgomery, General Manager, *Hilton Inn*, San Francisco International Airport; Harold S. Firstenberg, President, *Machinery & Equipment Co., Inc.*; Joseph V. Hogue, San Francisco Manager, *This Week Magazine*; Keijo O. Ahovuori, Manager, *Finland Center*, World Trade Center; and Robert L. Rabe, Office Manager, *Atkins Saw Division*, *Borg-Warner Company*, South San Francisco.

Hitting the High Spots

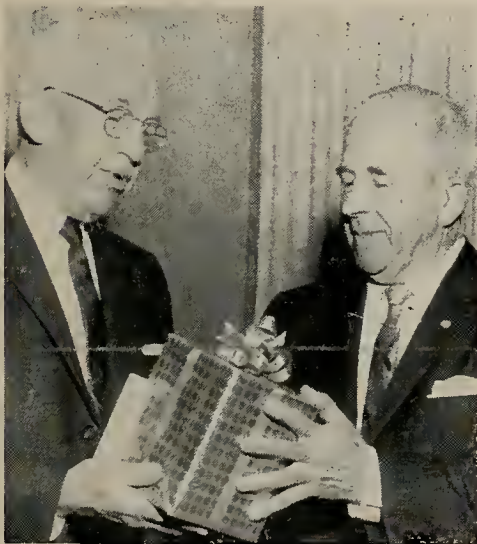
with JIM WARNOCK

AMERICAN INVESTMENT opportunities in southern Italy were discussed by Giulio Pastore, Italian Minister for the economic development of that section, Wednesday, at a luncheon in the Rose Room of the Sheraton-Palace Hotel under the sponsorship of the World Trade Association and the Chamber in cooperation with the Italian-American Chamber of Commerce and local Italian societies. . . .

A JOINT MEETING of the Regional Problems Section, Ports and Harbor Committee and Transportation Committee of the Chamber will be held today at the Chamber. The Golden Gate Authority's relationship to the seaport is the subject of a panel discussion involving Henry J. Budde, Publisher of the **SAN FRANCISCO PROGRESS** (representing the San Francisco Port Authority); Ralph B. Dewey, President, Pacific American Steamship Association; Bill Downing, Kaiser Industries (representing the San Francisco Bay Area Council), and M. D. McCarl, Manager, Redwood City Port Authority. Members of the Regional Problems Section, Civic Development Committee, World Trade Association and Transportation Committee conducted a question and answer session. Thomas F. Casey, Jr., Chairman of the Regional Problems Section, was the moderator. . . .

UNITED AIR LINES inaugurated transcontinental jet service last weekend with the first use of the Douglas Aircraft Company's DC-8 Jet Mainliner despite heavy rain and strong winds at International Airport. Present at the ceremonies were Governor Edmund G. (Pat) Brown, Mayor George Christopher, UAL President W. A. Patterson and Chamber and civic leaders. The 600-mile-an-hour plane took five hours and 18 minutes to reach New York on its maiden flight. United has ordered 40 more big Douglas planes which will enable the company to put additional jet flights into operation within the next few months. . . .

THE EFFECT of traffic improvement on business in downtown San Francisco will be the subject of a talk to be given by Jack H. How, Chamber President, next month in Oseka when Japanese and U. S. mayors and Chamber presidents convene in San Francisco's sister-city of the Orient. . . .



RALPH B. KOEBER (right) retired recently as Research Manager of the Chamber after 37 years. Given a tribute at the Commercial Club, he is shown receiving a gift from G. L. Fox, General Manager, on behalf of the staff. Founder of the Chamber's Research Department 29 years ago, Koerber has become an authority on San Francisco and northern California. Last year his department answered 85,000 inquiries about the city.

Chamber 'Award of Progress' Bestowed On Crown Zellerbach for New Building

In recognition of the tremendous contribution of Crown Zellerbach Corporation in enhancing the



Crown Zellerbach

downtown area with its new building, the firm this week received the Award of Progress.

Reserved for those firms and organizations whose investments greatly enhance their areas of the city and create significant new employment the Award also honored J. D. Zellerbach, Ambassador to Italy and Chairman of Board of the company, who has played a vital role in many aspects of new building and redevelopment leading to the greatest building boom in the city's history.

The Blyth-Zellerbach Committee provided leadership and funds which gave the "Big Build" much of its impetus.

Dedication of the Crown Zellerbach building will take place within a few weeks.

A JOINT MEETING of the Street, Highway and Bridge Section and the Traffic Safety and Control Section of the Chamber will be held Wednesday in the Division of Highways basement hearing room, 150 Oak Street.

A colored movie, "Dynamic Tests of Median Barriers", made by the Division of Highways, will be shown with Joseph P. Sinclair, Assistant State Highway Engineer, District IV as commentator. A panel will discuss the progress which has been made on one-way streets in San Francisco led by James R. McCarthy, Director of Planning, Ross T. Shoaf, City Traffic Engineer, and Capt. I. Thomas Zaragoza, Director of Traffic. . . .



J. D. ZELLERBACH, Ambassador to Italy and Chairman of the Board of Crown Zellerbach, this week received the Chamber's Award of Progress in honor of the firm's new multi-million dollar building soon to be opened. Left to right are Sidney H. Keil, Manager, Domestic Trade Department of the Chamber, Dan E. London, Acting President, Ambassador Zellerbach, G. L. Fox, General Manager and Everett Kindig, Chairman of the Business Development Section.

A PRACTICAL COURSE for the general public in the essential aspects of disaster preparedness will be conducted at the San Francisco Disaster Corps Headquarters, 45 Hyde Street, beginning Tuesday, 8 to 10 p.m. with other sessions scheduled October 6, 13 and 20, according to A. G. Cook, R. Adm., USN (Ret.), Director. . . .

A NEW FORTNIGHTLY service to American Samoa via Honolulu using Boeing double-decked Stratoclinchers, has been announced by Pan American Airways. Beginning Wednesday, a Stratoclipper will leave Honolulu every Wednesday night and arrive at Pago Pago Thursday morning with the return flight on Fridays.

Boxscore on 'The Big Build'

Major construction plans announced since the first of the year include:

EMBARCADERO CITY: A \$100 million Port Authority plan to revamp some 80 blocks of the waterfront's northerly segment to include an elevated 1½ mile promenade from the Ferry Building to Fisherman's Wharf and encompassing convention facilities, restaurants, theatres, art centers, offices, shopping centers and passenger service terminals.

WATERFRONT REHABILITATION: Made possible by the \$50 million State bond issue passed on last year's November ballot (contradistinct from Embarcadero City, the \$220 million Golden Gate project and the Ferry Park bond issue).

INTERNATIONAL AIRPORT: A \$25 million jet age expansion, to include new terminals; each with two piers, and parking facilities (one structure to accommodate 6,000 cars).

GIANTS' STADIUM: (Candlestick Park); \$15 million.

HILTON ENTERPRISES: The Hilton Hotel, \$25 million, 18 floors, and the Hilton office building, \$30 million. (Hilton lun at the airport was completed this month.)

Other major projects announced or authorized during the first half of the year:

JANUARY: Bank of America, eight floors, office building, 11th and Market Streets, \$7,364,000; Pacific Gas & Electric Company, 345 Mission, \$595,000 remodeling; American Trust Company, glass-walled bank, \$270,000.

FEBRUARY: A school at Lowell and Morse Streets, \$844,000; Pacific Telephone and Telegraph office building, Pine and Quincy Streets, seven floors (first stage), \$350,000; a bowling alley, Geneva and Walbridge, \$350,000; the Hyatt House (Airport), \$3 million; a hotel near Aquatic Park on Hyde Street \$10 million; a supermarket at 14th Avenue and Irving Street, \$900,000; Civic Center Plaza, \$350,000; apartment house, Bay and Leavenworth Streets, \$3,500,000 (in litigation); City of Paris alteration, \$300,000.

MARCH: Hertz Corporation, parking garage, Derby and Mason Streets, \$240,000; San Francisco Federal Savings office

building, Grant Avenue and Pacific, six floors, \$400,000; Pickwick Hotel, remodeling, \$300,000.

APRIL: Bethlehem Steel's four-floor parking garage, Sacramento and Davis Streets, \$600,000; St. Mary's Hospital expansion, \$4,118,000; Bank of America, Golden Gate Avenue and Hyde Street branch (cost unannounced); Franklin Hospital, relocation near University of California Medical Center (cost unannounced); Sutter-Stockton Garage shopping center (cost unannounced); motel on Crystal Palace site, \$8 million; renovation of United Artists Theatre, \$250,000; apartment, Chestnut, between Hyde and Larkin, \$3 million (in litigation).

MAY: Francisco Junior High School, Chestnut and Powell, renovation, \$578,000; apartment, Vallejo and Florence Streets, \$471,000 (in litigation); Phillips and Van Orden office building, alteration, 3rd and Berry Streets, \$550,000; apartment, Van Ness Avenue to Polk Street (downhill side of North Point), \$600,000; apartment, 11 floors, Pacific Avenue between Octavia and Gough Streets, \$600,000; conversion of old Aeme Brewery on Buchanan Street into a market, \$4 million; building of parking facility on site of old theatre at 4th and Market Streets, \$5 million.

JUNE: Hall of Flowers, Golden Gate Park, \$500,000; Admiral Motel-Hotel, Van Ness and Ellis Streets, \$650,000; Comstock Towers, Nob Hill, 16 floors, \$8 million; housing, Hayes Valley, 300 units, \$4,500,000; housing, Yerba Buena, 200 units, 11 floors, Webster and Turk Streets; housing, Ping Yuen, 12 floors, \$3 million; underground garage, Portsmouth Square, 800 cars, \$3 million; Marina Yacht Harbor, 200 berths, \$2 million; remodeling of Terminal, Mission and First Streets, \$2 million; Holy Trinity Greek Orthodox Church near Lake Merced, \$1 million; housing, Double Rock, Candlestick Point, 450 units, \$5,500,000; Wharf Motel, Beach and Mason Streets, 52 units, \$275,000; World Trade Club, Ferry Building, \$400,000; American Trust Company (second unit, Leidesdorff Street, \$4,500,000; apartment, 1800 Pacific Building (cost unannounced); 550 California Street, Inc., seven floors, office building, \$2,500,000; State Bar of California, McAllister and Franklin Streets, \$400,000.

Ronald Reagan, Famed Movie, Television Star, Chamber Guest Speaker

Movie and television actor Ronald Reagan, one of Hollywood's most public-spirited citizens, will fire the opening salvo in the recently announced "Practical Politics Program" of the Chamber when he talks on "Business, Ballots and Bureaus" Monday noon in the Gold Room of the Sheraton-Palace Hotel under the co-sponsorship of the Chamber and the Electric Club of San Francisco.

Reagan, an avowed foe of Communism, served 5½ years as president of the Screen Actors Guild. He has an AB in economics and sociology. His alma mater, Eureka College (Eureka, Ill.) has honored him with a Doctorate of Humane Letters "for real understanding and courage in recognizing and exposing communists and their influence."



Ronald Reagan

He has been host, program supervisor and frequent star of television's top-rated CBS feature, the General Electric Theatre, since 1954.

Chamber Calendar

September 25 — Joint Meeting of **REGIONAL PROBLEMS SECTION, TRANSPORTATION COMMITTEE** and **WORLD TRADE COMMITTEE**—Room 200 Chamber, 3 p.m.

Agenda: Golden Gate Authority—seaports.

September 25, 26, 27 — **NORTHERN CALIF. INDUSTRIAL MANAGERS ASSOCIATION**—Harrah's Club, Tahoe State Line.

September 25—**LIVESTOCK MAN OF THE YEAR AWARD COMMITTEE** — Commercial Club, 12 noon.

September 28—**LEGISLATIVE & NATIONAL AFFAIRS SECTION**—Room 200, 11 a.m.

Agenda: Local ballot propositions for November 3, 1959 election.

September 28 — **ELECTRIC CLUB LUNCHEON**—Gold Room, Sheraton-Palace Hotel, 12 noon.

Speaker: Ronald Reagan on "Business, Ballots and Bureaus."

September 29 — **INDUSTRIAL DEVELOPMENT CLUB**—Commercial Club, 12 noon. Agenda: Film, "Industry on the Right Track." Speaker: Dave Porter, Asst. Mgr., Industrial Development, Southern Pacific Company.

September 30—Joint Meeting of **STREET, HIGHWAY & BRIDGE SECTION** and **TRAFFIC SAFETY & CONTROL SECTION**—Division of Highways, 150 Oak Street, 10:30 a.m. Agenda: Panel discussion on "One Way Streets in San Francisco." Movie: "Dynamic Tests of Median Barriers." Commentator: Joseph P. Sinclair, Asst. State Highway Engineer.



POINTING UP the "sister-city affiliation" between Osaka and San Francisco, the above cable car—"No. 61," a trim, 26-passenger vehicle which served more than 50 years on the old Jones Street line—will be presented to officials of the Japanese city next month during the conference of mayors and chamber chieftains. Inspecting the cable car are (left to right) Mayor Mitsuji Nakai of Japan and his wife, Mayor George Christopher of San Francisco, Public Utilities Commissioner Stuart Greenberg, and Lester Goodman, President of Getz Bros. and San Francisco-Osaka Town Affiliation Chairman. The cable car, repainted, remodeled and refurbished, will provide a "fitting gift to our sister city of the Orient," Mayor Christopher said.

Role of Business in Civil Defense to Be Defined and Publicized

The Chamber has assigned a committee to cooperate with the San Francisco Disaster Council and Corps and the Mayor's Citizens' Committee on Civil Defense in defining and publicizing the business community's role in the event of a catastrophe, according to G. L. Fox, Chamber General Manager.

"Despite the excellent work being done by the Disaster Council and Corps of the City and County of San Francisco, there appears to be an alarming letdown in interest and a grave lack of concern for civil defense on the part of the community as a whole," Fox commented.

"Many large business firms do not have disaster plans — obviously their employees would not know what to do in case of a disaster.

"The public appears to be very confused on such important questions as how to evacuate in case of a genuine alarm and whether family fall-out shelters are an actual necessity of the moment.

"To these ends, the Chamber Board of Directors has requested its Armed Forces section to clarify these problems and to assist its member companies and the public in keeping abreast of them."

Hawaiian Executives Guests of the Chamber

Executives from Hawaii are planning a series of panel discussions next month in the United States, and will be hosted in San Francisco Thursday, October 15 by the Hawaiian Affairs Section of the Chamber, according to Chairman Alan H. Johnston, Controller. C. & H. Sugar Refining Corporation.

The Chamber-sponsored meeting will be held at the Sir Francis Drake Hotel.

Leader of the "touring panel" will be George Mason, Director of the Hawaiian Economic Planning and Coordination Authority.

Expected to be included in the party will be Hung Wo Ching, President, Aloha Airlines, Inc.; Carl E. Hanson, President, Bishop National Bank of Hawaii; Thomas K. Hitch, Vice President, Bishop National Bank; Chinn Ho, President, Capitol Investment Co., Ltd. and Director, Hawaiian Airlines; Ralph Johnson, President, The Hawaiian Electric Company; Malcolm McNaughton, Executive Vice President, Castle & Cooke, Ltd.; and Arthur D. Woolaway, President, Gray Line of Hawaii, Ltd.

The tour is in reciprocity to the Hawaiian Affairs Section tour of Hawaii now underway and led by Jack H. How, President of the Chamber.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

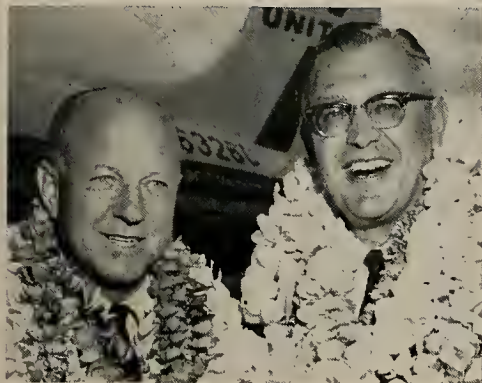
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"ROYAL HAWAIIANS"—Jack H. How (right), President of the Chamber, and S. R. Newman, President, San Francisco Convention and Visitors Bureau, are shown as they recently arrived in Hawaii aboard a United Air Lines plane on a Hawaii Trade Development Tour sponsored by the Chamber. More than 40 business executives and their wives took the trip to the Islands.

Hawaiian Business Tour Judged 'Glowing Success'

Members of the Chamber Trade Development Tour to Hawaii returned this week reporting the trip had been a glowing success.

"In addition to enjoying the gracious hospitality of business acquaintances and friends very many successful business contacts were made in rapidly-expanding Honolulu," Sidney H. Keil, Manager of the Domestic Trade Department and conductor of the tour said.

"In fact, several of those in the 42-member tour stated unequivocally that this was the most successful business trip they had ever taken to Hawaii."

Jack H. How, President of the Chamber — now in Japan for a conference of chamber of commerce presidents and mayors, — told the Chamber of Commerce of Honolulu members:

"There can be little doubt in the minds of even the most casual visitors that the growth and expansion in Hawaii — notably in Honolulu — suggest a growing stability in the economy of the Islands. All of the San Francisco and northern California business community should consider the market in Hawaii in their business plans."

The following participated in the tour:

James Campbell, San Francisco Port Authority, and wife; Paul A. Cooper, C. & H. Sugar Refining Corp. and wife; Charles Davis, Crown Zellerbach Corporation, and wife; Don DeLone, Port Authority; Donald Everingham, Don-Em Travel Service; Jack H. How and wife; Sidney H. Keil and wife; Paul B. Kelly, Crocker-Anglo National Bank; Everett Kindig, Hills Bros. Coffee, Inc. and wife; Boyce H. Luckett, American President Lines, Ltd. and wife; John S. Major, GSA; Joseph A. Mancini, The Brookman Co., Inc. and wife; Robert N. McKee, Cimarron Cattle Co., and wife; William W. Moore, Dames & Moore, and wife; Mrs. Jane Morgan, Western Girl, Inc.; Miss Grace Nelson, New York Life Insurance Company; S. R. Newman, United Air Lines; Dr. Francis B. Quinn, Quinn Properties, and wife; Carl Schieck, The Pacific National Bank of San Francisco, and wife; Robert Smith, Stanford Research Institute, and wife; Allen Toole, Evin Products Company; John Vyverberg, Owens-Corning Fiberglas Corp., and wife; Miss Beverly Willis, Beverly Willis and Associates; and George Williams, Williams & Burrows, Inc., and wife.

Agriculture Committee Luncheon 'Preview' of Grand National Livestock Exposition Set

As a preview to the Grand National Livestock Exposition, Horse Show and Rodeo — to be held October 30 through November 8 at the Cow Palace — the Agricultural Committee of the Chamber will hold a luncheon Tuesday noon in the California Room of the Fairmont Hotel, according to Jack T. Pickett, Chairman.

A highlight of the luncheon will be the presentation of the Honorary State

Farmer Award by officials of the State Future Farmers of America to J. W. Mailliard III, President of the No. 1-A District Agricultural Association (the Cow Palace), former President of the Chamber and a former Chairman of the Agricultural Committee.

Also to be honored will be Charles F. Stover, Red Bluff cattleman who recently was selected by the Chamber as California's Livestock Man of the Year for 1959. The Award Committee was headed by Henry Schacht, Director of Agriculture KGO.

On the agenda will be a progress report on the work being done by the Chamber Livestock Sales Promotion Committee, headed by co-Chairmen Carl L. Garrison of Porter Estates and Edward LeVesconte, Vice President, H. S. Crocker Co., Inc.

"Each year the Grand National, the greatest show of its kind in the West, has proven its immense economic importance to San Francisco and northern California," Garrison said.

"This year an estimated 28,000 visiting livestock persons will stay at least one night in the Bay Area. They will spend an average of \$250 each, which means a total of \$7 million in new money.

"In addition, 150,000 others will come from California and about 30 other states and Canada.

"It is imperative that the exhibitors receive a fair financial return for their livestock to insure their return and to maintain the im-



RODEO QUEEN—Judy Stong, 17, San Diego, has been named Rodeo Queen of the 15th annual Grand National Livestock Exposition, Horseshow and Championship Rodeo, to be held October 30 through November 8 at the Cow Palace. Miss Stong was the "Sweetheart of the Rodeo" at the 1959 Salinas Rodeo and was chosen High Point Rider by the Professional Trainers Association successively from 1954 through 1957.

portance of the show.

"To this end, the Chamber Livestock Sales Committee has made and will continue to make a great effort to insure the continuing success of the Grand National by first working for the success of the all-important fat livestock sales."

Red Bluff Cattleman State Livestock Man of The Year

Charles F. Stover, beloved Red Bluff cattleman who has been named as the California Livestock Man of The Year for 1959 by the Chamber, was born more than three-score and 10 years ago in Chester, Plumas County — summer headquarters for his current cattle operations.



Charles F. Stover

Beside running about 3,000 head of cattle each winter on a 40,000-acre ranch in Tehama County in the Sacramento Valley, "Charley", as he affectionately is called, also raises quarter-horses.

For more than 25 years he was President of the Red Bluff Roundup Association. He was on the original Red Bluff

Bull Sale Committee when it was organized in 1942 and has served as its chairman ever since. Annually from 1947 through 1957 he purchased the March of Dimes bull sold at the Sale which has contributed more than \$100,000 to the National Polio Fund. His charitable contributions are many and varied — last year, for instance, his generosity made possible the establishment of a laboratory at St. Elizabeth Hospital in Red Bluff.

Plans Shaping Up For Business-Education Day

Plans are shaping up for the Ninth Annual Business-Education Day, to be held under Chamber sponsorship Friday, October 30, according to Gene K. Walker of Gene K. Walker Company, Chairman.

Sign-up cards may be obtained at Chamber Public Affairs Department,

San Francisco Business Activity Sets New August and 8-Month Period Records

Business activity in San Francisco set new records for the month of August and for the first eight months of 1959, according to the Chamber Research Department.

Sizeable gains in San Francisco Bay Area construction, stock exchange transactions, airport traffic, visitors and newcomer inquiries, bank debits, and retail department store sales contributed to the increased business activity.

The Chamber business activity index of 165.5 for August eclipsed the previous record high of 154.6, set in August of 1957. The eight months average of 161.4 topped the previous record average of 152.2 for the cumulative period of the same year.

Although the number of construction permits slipped 3.4 per cent in August from the same month last year, the permit value rose nearly 11.7 per cent. Permits and their valuations for the first eight months of this year ascended 21.0 per cent over last year.

Authorized dwelling units in the Bay Area's nine counties (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara and Sonoma) totaled 4,882 for August, up 13.7 per cent from August of last year, and 35,948 for the eight months, a gain of 37.4 per cent.

Despite a 35.5 decrease in the number of shares traded on the Pacific Coast Stock Exchange during August, shares traded for the cumulative period totaled 34,474,972, an increase of 51.0 per cent. The market value rose 4.5 per cent for August and 49.4 per cent for the eight months, totaling \$698,461,914.

San Francisco airport traffic for the eight months accounted for 78,447 planes in and out, an increase of 7.5 per cent, and 2,224,275 passengers off and on, a rise of 10.6 per cent.

Mayor of Honolulu and Hawaii Businessmen to Hold Conference Here

"Let's Do Business with Hawaii" is the theme of a business opportunity conference to be held Thursday at the Whitcomb Hotel under the sponsorship of the Chamber Hawaiian Affairs Section in cooperation with the Economic Planning and Coordination Authority of Hawaii.

Honolulu Mayor Neal S. Blaisdell will talk on "America's Islands of Opportunity" at a luncheon following the conference.

Seven of Hawaii's leading businessmen will comprise the conference panel.

Moderator will be Rudolph A. Peterson, President of the Bank of Hawaii and former Vice President of Transamerica Corporation.

Conferees include:

Ralph B. Johnson, President of the Hawaiian Electric Company and Vice President and Director of the Pacific Coast Electrical Association; Donald H. Wollbrink, Partner in Harland Bartholomew & Associates; Carl E. Hanson, President of the Bishop National Bank of Hawaii; Arthur D. Woolaway, Executive Assistant at Hawaiian Commercial & Sugar Company and State Chairman of the Republican Party; Thomas K. Hitch, Vice President and Director of Economic Research of the Bishop National Bank; and George Mason, Director of the State Economic Planning and Coordination Authority.

Reservations for the panel and/or luncheon can be made by calling Ext. 58 at the Chamber.

although payroll cutbacks resulting from trade disputes offset an expected large seasonal swing in total jobs. Average weekly earnings amounted to \$107.46 in August, an increase of 1.6 per cent.

August strikes also resulted in an 11.5 per cent drop in Port of San Francisco revenue tonnage during August. Other Bay Area ports, however, showed brisk gains in waterborne commerce with ship arrivals and departures averaging a gain of 10.5 per cent.

Unemployment was down 29.8 per cent in August, totaling 41,200 compared to 58,700 in August last year.

Truck traffic, also affected by the teamsters' strike, slipped 4.5 per cent from the previous August. Freight car movements remained at last year's level.

Vehicular crossings for the San Francisco-Oakland Bay Bridge totaled 25,072,955 during the first eight months, up 5.0 per cent, and 12,128,361 for the Golden Gate Bridge, up 8.4 per cent.

The U. S. Department of Labor consumer price index of 129.2 for the eight months showed a gain of 1.5 per cent over the similar period last year. The index for the month of August was up 1.1 per cent.

Business Activity Through August, 1959

BRANCH OF ACTIVITY	AUGUST 1959	% from 1958	8 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX.....	165.5	7.5	161.4	6.6
CONSTRUCTION PERMITS.....				
Total Number.....	889	-3.4	7,459	-0.1
Value.....	7,299,549	11.7	67,750,838	21.0
Residential, New.....	4,221,506	73.2	21,405,820	-11.5
Dwelling Units.....	426	87.7	1,972	31.0
Single-family units, New.....	52	-38.9	510	-11.5
Non-residential, New.....	1,387,200	-28.8	27,530,520	67.5
Additions, Alterations and Repairs.....	1,690,843	-7.8	18,814,298	22.4
Nine County dwelling units authorized.....	4,882	13.7	35,948	37.4
*RETAIL DEPARTMENT STORE SALES.....	Index			
FINANCE—Bank Debits.....	132.8	3.8	118.3	6.6
FINANCE—Bank Deposits.....	4,490,094	11.1	35,403,920	8.2
Postal Receipts.....	2,811,550	-7.2	23,586,791	15.6
Pacific Coast Stock Exchange.....	2,475,838	-35.5	34,474,972	51.0
Market value \$.....	65,055,326	4.5	698,461,914	49.4
COMMERCIAL FAILURES.....	Number			
INDUSTRY TREND—6 County Total Employment.....	10	25.0	82	10.8
Manufacturing Average Weekly Earnings..... (earnings) \$	1,119,600(p)	1.6	1,099,530	2.7
Manufacturing..... (employment)	107,461(c)	5.4	105,201(d)	7.7
Construction, contract.....	214,200(p)	1.1	204,360(p)	3.4
Finance, insurance, real estate.....	75,200(p)	3.3	70,800(p)	7.4
Retail trade.....	70,500(p)	2.2	69,500(p)	1.9
Wholesale trade.....	172,700(p)	3.8	170,210(p)	4.3
Service.....	78,900(p)	0.0	78,330(p)	0.8
Transportation, comm., and utilities.....	186,500(p)	1.9	185,650(p)	2.1
Agriculture.....	106,500(p)	-1.9	108,150(p)	0.2
Government—Federal, state, city.....	21,000(p)	-7.9	18,890(p)	1.0
Other.....	190,300(p)	3.0	190,890(p)	2.8
Unemployment.....	3,800(p)	-2.6	3,550(p)	-4.0
% of Labor Force.....	41,200	-29.8	51,025	-27.3
TRANSPORTATION—Freight car movement.....	12,666	-6.3	97,467	3.9
San Francisco Airport—Planes In and Out.....	12,003(c)	6.1	78,447(d)	7.5
Passengers Off and On.....	390,986(c)	14.7	2,244,275(d)	10.6
Air Mail Loaded and Unloaded.....	3,473,660(c)	8.7	24,973,776(d)	13.9
Air Express Loaded and Unloaded.....	720,211(c)	28.3	4,473,834(d)	0.0
Air Freight Loaded and Unloaded.....	8,594,249(c)	24.0	55,175,713(d)	25.7
Rail Express Shipments.....	70,337	-16.2	529,466	7.3
*Truck Movements—San Francisco Area.....	145.3	-4.5	171.4	6.8
Out of State passenger car entries into No. Calif.....	118,088	-9.9	643,593	4.5
PORT OF SAN FRANCISCO—Revenue Tons.....				
Total.....	412,437	-11.5	3,567,863	-3.4
Coastwise.....	41,145	471.0	135,226	183.1
Intercoastal.....	29,671	15.9	148,472	4.4
Inland Waterway.....	102,879	-35.7	1,142,570	-14.9
Foreign.....	238,734	-10.9	2,041,595	-0.9
CARGO VESSELS (San Francisco Bay)				
Arrivals.....	421	5.5	3,281	4.3
Millions of Registered Tons.....	2.1	8.9	16.5	9.3
Departures.....	429	-16.7	3,262	4.7
Millions of Registered Tons.....	2.2	13.8	16.4	8.7
UTILITIES—Industrial and Commercial Gas Sales..... millions of Cu. Ft.	1125.6	-2.4	10,687.3	-2.5
*Elec. Energy Sales, K.W. Hrs.....	153.3	2.1	156.2	2.1
Water Consumption—Commercial and Industrial..... millions of Cu. Ft.	185.0	10.3	1,353.2	5.5
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....	1,910	30.9	16,764	18.5
Bay Bridge Vehicle Crossings.....	3,396,389	4.3	25,072,955	5.0
Golden Gate Bridge Vehicle Crossings.....	1,798,437	6.0	12,128,361	8.4
FRUITS & VEGETABLE RECEIPTS.....	Carlots			
LIVESTOCK SLAUGHTER (Insp. Dist.).....	4,302	-8.0	32,831	6.4
Thousands of Heads.....	103(c)	-4.6	753(d)	8.5
*S. F. CONSUMER PRICE INDEX—All Items.....	129.4(a)	1.1	129.2(e)	1.5

* Index Base, (1947-1949 Monthly Average = 100); (a) June; (b) 2nd quarter; (c) July; (d) 7 months; (e) 6 months; (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

with JIM WARNOCK

JOHN F. VICTORY, Assistant to the Administrator, National Aeronautics and Space Administration, Washington D. C., will speak on "Space Exploration and The Soviet Challenge" Monday noon in the San Francisco Room of the Fairmont Hotel, sponsored by the Chamber Aviation Committee and the Bay Area Aviation Committee, according to O. Kenneth Pryor, Chairman. Designated an "elder statesman of aviation," Victory is the recipient of the NCA's highest award, the Distinguished Service Medal. . . .

FIRST SESSION of the Pilot Action Course in the Practical Politics Program of the Chamber will get underway Monday, 10:30 a. m., in Room 200 of the Chamber Building, 333 Pine Street, according to C. C. Walker, Chairman of the Practical Politics Program Committee. Successive sessions are scheduled each Monday thereafter (same time and place) for a period of eight weeks. Discussion leader will be Dean Hendrickson of the Industrial Relations Department of American Can Company.

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL offers for the first time this year a special



Irving Levin

ticket for four performances at \$5.00. Tickets are for the 6:30 showings at the Metro Theatre, Union at Webster, November 11-25. They can be bought at all foreign film theaters in the Bay Area, the Downtown Center Garage box office, or from the Metro Theatre by money order. More than 15 countries have already submitted features for exhibit, according to Irving M. Levin, executive director of the festival. A leading entry is "The World of Apu"

from India. The festival is sponsored by the San Francisco Art Commission as a civic, non-profit event. This is its third year. . . .

LABOR MANAGEMENT SCHOOL of the University of San Francisco will offer a special course in labor relations in the air transport industry during its Fall session, according to Father Andrew C. Boss, S.J., School Director. . . .



J. W. Vickrey

APPOINTMENT OF J. W. VICKREY, Deputy State Highway Engineer for the past three years, to the post of California State Highway Engineer was announced recently by State Director of Public Works Robert B. Bradford. Vickrey assumed his new duties on October 1, succeeding George T. McCoy, who retired after serving as

State Highway Engineer since 1943. Vickrey was top man on a civil service promotion list for the position. He has been with the Division of Highways for 42 years, and for the past 12 years has been closely identified with the California freeway program as the Division's chief planner. . . .



George T. McCoy

NEW MEMBERS OF THE CHAMBER



Albert A. Johnson



Douglas M. Homs



Betty Mann



Leroy R. Gaddis



Harry W. LeClaire

New members recently added to the Chamber roster include the above (left to right):

Albert A. Johnson, Director, *Technical Publications Institute of San Francisco*; Douglas M. Homs, *Douglas Homs Company*; Betty Mann, Manager, *Cartan Travel Bureau Inc.*; Leroy R. Gaddis, West Coast Manager, *Brooks Brothers*; and Harry W. LeClaire, President, *Tab Products Co.*



SPECIAL COMMENDATION for Tile Tinkers Unlimited of San Francisco highlighted the luncheon in the Gold Room of the Sheraton-Palace Hotel Monday, September 28, co-sponsored by the San Francisco Chamber of Commerce and the Electric Club of San Francisco. The Junior Achievement firm was recently named first among 4000 throughout the U. S. and is sponsored by Fibreboard Paper Products Co. Left to right are Ronald Reagan, luncheon speaker, Dan E. London, Acting President of the Chamber, Miss Juli Hammond, 17-year-old President of the firm, and C. C. Walker, Regional Vice President of General Electric and chairman of the Chamber's Practical Politics Program.

CHARLES C. MILLER, Chamber Transportation Department Manager, has been elected Chairman of the San Francisco regional chapter of the Association of Interstate Commerce Commission Practitioners for the 1959-60 fiscal year.



Charles C. Miller

Other officials named: Gustav E. Lowe, Kaiser Aluminum and Chemical Corporation, Vice Chairman; James W. Mulgrew, California Public Utilities Commission, Secretary-Treasurer.

Executive committee members: Charles W. Burkett, Jr., Southern Pacific Co.; John P. Hellman, Johnson & Johnson, Menlo Park; Paul J. Wellnitz, Union Carbide & Carbon Co.; and W. F. McCann, Container Corp. of America.

PACIFIC MAGAZINE, a monthly publication edited by Edward H. Everett and devoted to promoting greater mutual understanding and unity among the nations of the Pacific Basin, makes its first appearance Thursday, October 15. Contents for the first edition include articles by Alan K. Watts, Don Sherwood, Rhoda Kellogg, John K. Chapel, Stan Delaplane, Barnaby Conrad, Harry Bridges, Cyril Magnin and Frank (Lefty) O'Doul, among others. Pacific is published by Pacific Magazine, Inc., 96 Jessie Street, San Francisco. . . .

FACTUAL LITERATURE about San Francisco was dispersed to Nikita Krushchev and his party, Ambassador Henry Cabot Lodge and 400 visiting newspapermen during the visit of Russia's No. 1 official by the Publicity Department of the Chamber. Special press kits also were distributed to International American Press Association members when they gathered here last month and to 150 guests of the International Film Festival, the stars, press, and film judges. . . .

THE FOGHORN, University of San Francisco's prize-winning student paper, has ended 38 years of publication as a collegiate weekly with formal announcement of a daily publication schedule. Student editors have announced gleefully that The Foghorn has become the city's "fourth daily". Warren Hinckle, editor of the paper, said the increase in frequency of publication "reflects the growth and expansion of USF." The Foghorn has won the Associated Collegiate Press All-American Award, the highest citation in collegiate journalism, for the past nine consecutive semesters. . . .



HONORED at a recent meeting of the Chamber was Lt. General Robert M. Cannon, USA, Commanding General, Sixth U. S. Army. Shown at a luncheon in his honor at the Fairmont Hotel are (left to right) Major General Stuart D. Menist, USAR, Chairman, Armed Forces Section, General Cannon and Jack H. How, President of the Chamber.



THE HOCKWALD COMPANY plans a new office, plant and warehouse in the 250-acre Crocker Industrial Park immediately adjacent to San Francisco, according to Lionel Hockwald, general manager of the 60-year-old firm which specializes in janitorial and sanitation supplies. Comprising about 65,000 square feet and located on a three acre site, the building was designed by Robert Blunk, A.I.A., and will be constructed by Associated Construction and Engineering Company. . . .



POINTING UP the street tree planting drive of the Chamber and the Department of Public Works Street Tree Division, Ida Mae Berg (left) and Denise Prendergast of the Chamber hold copies of "Street Tree Planting in San Francisco," recently issued by the Chamber. Copies, 25c each, are available at the Chamber (EXbrook 2-4511, Ext. 76).

"Only Man Can Plant a Tree"

San Francisco Chamber of Commerce:

Please send copies of
STREET TREE PLANTING
IN SAN FRANCISCO.

I am enclosing 25c per copy.

NAME

ADDRESS

Grand Award Plaque for Safety Check Program of Chamber to be Presented

A plaque naming San Francisco and the Chamber as the winner of the 1959 Grand Award For Cities for its 1959 Voluntary Community Vehicle Safety Check will be presented during a noon luncheon Wednesday of the Traffic Safety & Control Section of the Civic Development Committee of the Chamber at the Commercial Club, according to H. A. Dunker, Chairman.

The national award will be made by Francis P. Lowrey, Director of Field Services, Inter-Industry Highway Safety Committee, Washington, D. C.

Robert I. McCarthy, Director, Department of Motor Vehicles, will be the speaker.

Representatives of the City and County of San Francisco have been invited to attend.

Sherman P. Duckel, Chief Administrative Officer of the City and County of San Francisco, will accept the award on behalf of the City and the Chamber.

San Francisco topped some 1,816 communities in the nation with its program conducted last May. Nearly 50,000 cars and trucks were tested in a three-day period during that month, according to Dunker. Harold V. Starr, Civic Development Department Manager, coordinated the program.

In winning the Grand Award, San Francisco was cited for having had the "outstanding community program in the nation for cities" by a national board of judges.



ATTACHING SAFETY STICKERS to every window of the new 14-story John Hancock Building was a king-size job but the boys from the San Francisco Youth Association were equal to the task. Shown at the site of the new office building being constructed at California and Battery Streets are (left to right) Steven Zellerbach, Chairman of the Adult Advisory Council of SFYA; Bill Zahiroff, Continuation High School student, and Howard Moody, Balboa High. Mr. Zellerbach instructed the boys in the technique of fixing the acetate "John Hancock" signatures to the window panes as part of the "Youth Wants to Work" program of the S. F. Youth Association. The John Hancock Building will be officially dedicated early in December.

Chamber Calendar

October 12—AVIATION SECTION LUNCHEON—San Francisco Room, Fairmont Hotel, 12 noon, featuring John F. Victory, Assistant to the Administrator, National Aeronautics and Space Administration.

October 21—PILOT ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber 10:30-12 (Enrollees only).

October 13—AGRICULTURAL COMMITTEE—California Room, Fairmont Hotel, 12 noon. Agenda: Salute to Grand National Livestock Exposition.

October 13—PRACTICAL POLITICS COMMITTEE—Room 200, Chamber. Agenda: Encouraging other groups to launch "Practical Politics Program," review program of other chambers of commerce.

October 14—TRAFFIC SAFETY AWARD LUNCHEON—Room 12, Commercial Club, 12 noon.

October 15—HAWAII BUSINESS OPPORTUNITIES CONFERENCE & LUNCHEON—Crystal Room, Whitcomb Hotel, 9:30 a.m. Luncheon, Crystal Room, Whitcomb, 12:15. Luncheon speaker: "America's Islands of Opportunity" by Neal S. Blaisdell, Mayor of Honolulu.

October 16—CANCOCO—Circus Room, Fairmont Hotel, 12:30 p.m. Speaker: G. L. Fox on Practical Politics.

EXECUTIVES POOL RESOURCES IN UNITED CRUSADE DRIVE

With its aim \$3,280,217 as San Francisco's quota out of the United Bay Area Crusade's goal of \$11 million, the organization's business-industry drive this year will utilize an "account executive system."

Participating in this system will be some 200 top executives representing

more than 80 San Francisco firms.

Prime emphasis of the "AE" approach will be salesmanship and "follow-through." An intensive two-month training program has been geared to complete orientation for management volunteers.

Division chairmen include John D.

Potter, Columbia-Geneva Division, U. S. Steel, Commerce and Industry; D. O. Nathan, Vice President, Pacific Fruit Exchange, Mercantile Division; John E. Cahill, Cahill Bros., Inc., and John L. Hogg, President, San Francisco Building Trades Council, Construction Division (co-Chairmen).

William H. Orrick, Jr., San Francisco Campaign Chairman, argues an all-out effort to meet the 1959 Crusade.

"We have firsthand knowledge of the hardships suffered by our agencies and the people we should be serving as a result of the failure to meet our goal last year," he said.

UNITED CRUSADE

Every good guy gives! Your big give...give big



BAY REGION BUSINESS

ENGLISH BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUGHEY, Editor

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BUCOLIC BEAUTIES—Left to right: Sherie Byrnes, Horse Show Queen; Judy Stong, Rodeo Queen; Mary Keil, Livestock Queen; and Sybil Roberts, Miss Grand National.

Grand National Livestock Exposition Begins October 30 at the Cow Palace

The 15th annual Grand National Livestock Exposition Horse Show and Championship Rodeo, to be held in the Cow Palace Oct. 30 through Nov. 8, is a vital factor in the economic growth of the San Francisco Bay Region and California as a whole.

J. W. Mailliard III, President of the Cow Palace and a former Chamber president, predicts that visitors to the show and exhibitors will spend approximately \$7 million during their stay in San Francisco.

The Grand National is the largest show of its kind in the West. Latest figures compiled show that this year's entries of 2,985 blue-blooded beef and dairy cattle, sheep and swine will be exhibited by 341 growers from 23 states and Canada, a gain of 70 exhibitors and 317 animals over the 1958 exposition.

In recognition of the growing importance of the Grand National to the San Francisco Bay Region, the Chamber is actively working to stimulate purchase of prize livestock at the show's auction sales to encourage livestock growers to continue bringing their prime animals to the show.

This committee, headed by co-chairmen Carl L. Garrison and Ed Le Visconte, is vigorously encouraging local packing houses, hotels, transportation lines, butchers and private individuals to bid for prize animals.

"If we are to be assured of high quality



A Moo means "moolah."

animals at our Grand National Exposition we must show growers that they will receive a fair price for their animals," Garrison said.

About 250,000 livestock men and visitors will attend the 10-day show. Of this attendance, 30 per cent will come from the City and County of San Francisco; 38 per cent, Contra Costa, Alameda, San Mateo, and Santa Clara counties; 25 per cent from the balance of California and seven per cent from points outside the state.

Of those attending, 28,000 are expected to spend one night or longer in the community at hotels, motels or with relatives and friends and spend an average of \$250 each or a total of \$7,000,000, according to Mailliard.

The Grand National Exposition attracts many national and regional conventions and meetings.

Among those scheduled for this year's show are the Rodeo Cowboy's Association; Pacific Coast Hunter, Jumping and Stock Horse Association; California Horse Show Exhibitors Association; and the California Horse Show Exhibitors Association Junior Division.

San Francisco Quotes—

"The city no coward ever set out for and no weakling ever reached."

—UNKNOWN PIONEER

Seaborg, Nobel Prize Winner, To Speak at Oil Industry Luncheon

Glenn T. Seaborg, Nobel Prize Winner in Chemistry and Chancellor of the University of California, will speak on "Planning Today for Tomorrow's Energy Needs" at a luncheon cosponsored by the Chamber and the Commercial Club, Thursday noon, November 5, in a centennial salute to the oil industry.

Dr. Seaborg, also Professor of Chemistry and Associate Director of the Lawrence Radiation Laboratory at U.C., is one of California's most distinguished scientists and educators.

Dr. Seaborg received his A.B. from the University of California at Los Angeles in 1934 and his Ph.D. from U.C. (Berkeley) in 1937. He holds many honors, including degrees from the University of Denver, Gustavus Adolphus College, Northwestern University and the University of Michigan. His discoveries have had a tremendous impact on the progress of nuclear chemistry and nuclear physics.

Dan E. London, Acting President of the Chamber and Managing Director of the St. Francis Hotel, will preside.



Dr. Glenn T. Seaborg

Teachers To Be Hosted At 9th Annual B-E Day

A record 3,800 teachers will be hosted by more than 200 local business firms during the ninth annual Business-Education Day next Friday under the sponsorship of the Chamber in cooperation with the Board of Education, according to Gene K. Walker, Chairman of the B-E Committee.

"Understanding, rapport and teamwork between educators and those in the business world are essential to American progress," Walker said. "By working together through an understanding of each other's needs and problems, businessmen and teachers can build wisely on the foundations of our national heritage."

Motley, U. S. Chamber Official, Speaks Here

Arthur H. Motley, Vice President and Director of the Chamber of Commerce of the United States—and one of the nation's foremost advocates of active political participation by businessmen—will speak at a luncheon, Monday noon, November 9, in the Gold Room of the Fairmont Hotel under the sponsorship of the Chamber and the Central and Northern California Chamber of Commerce Executives.



ENGLAND'S ROYAL NAVAL FIELD GUN teams will make their first appearance in the United States during London Week in San Francisco (Monday through Saturday of next week). The teams, comprised of two officers and 48 men, will also appear in the 15th annual Grand National Livestock Exposition at the Cow Palace October 30 through November 8. The fifty-man crack British regulars require seven tons of guns and equipment for each performance.

Propositions D, E, F, G and H on November Ballot Gain Chamber Support

Propositions D, E, F, G and H on the November 3 municipal ballot have the support of the Chamber.

These propositions were approved by the Chamber Board of Directors following study and recommendation by its Legislative and National Affairs Section and the San Francisco Municipal Conference.

"Recommendations for approval represent the agreed opinions of both groups," according to Frederick H. Hawkins, Chairman of the Legislative and National Affairs Section of the Chamber, "based on information as follows:

"Proposition D: although there are 16 members of the Art Commission, six are ex-officio and do not regularly attend Commission meetings. Proposition D, providing that six members constitute a quorum, will expedite the business conduct of Art Commission. There are no known arguments in opposition.

"Proposition E: a Charter amendment to have filing of claims against the city conform with the state legislation. The city charter now provides that claims against the city must be filed within 60 days while the State law allows 100 days. Proposition E would establish a uniform practice.

"Proposition F: to place the salary of the attorney for the public administrator (fixed at \$8,000 in 1932) under salary standardization. (His two part-time assistant attorneys are both employed at a higher maximum salary range.)

"Proposition G: would define 'conflict of interest'. Under present provisions, any person considered for appointive positions in city and county government would be ineligible if he has any financial interest whatsoever in a company which transacts business with it.

"Proposition H: would permit the city to purchase, lease or exchange property to relocate the produce market and related food processing plants.

"In view of pending condemnation proceedings for the Area E-1 'Golden Gateway' Proj-

ect, the city is obliged to find suitable land within the city limits to relocate the produce market. Land at Islais Creek (site of the Marine Corps Depot) could be made available through the General Services Administration for resale to private interests. However, there is no assurance that the produce merchants would be the highest bidders. This proposition would enable the city (assuming acquisition of the site) to negotiate with the produce industry toward use of the land as a produce terminal.

"Two propositions are opposed by the Chamber:

"Proposition I: which would provide that city and county employees can have additional days off for holidays falling during vacations and that employees may accumulate vacation time up to 30 working days. The first part of the proposition has the accord of the Chamber Directors but exception is taken to the vacation-time accumulation clause. There is no justification in creating a condition whereby a key employee could be absent from his job for as long as seven weeks. (The Municipal Conference took no stand on this issue.)

"Proposition J: would amend the charter to provide that operating engineers in the Fire Department would receive the same protection and benefits as other members. The Municipal Conference emphatically opposes the amendment as a giveaway measure allowing operating engineers in the fire department to have liberal firemen's pension benefits although they are not firefighters. Further, this amendment would be the opening wedge for other non-firefighting employees to demand costly firemen's pension benefits."

"London Week" Slated Next Week; Full Calendar Of Events Scheduled

"London Week," sponsored by the British-American Chamber of Commerce in cooperation with the San Francisco Chamber and the Retail Dry Goods Association, will be celebrated in San Francisco and throughout the nation Monday through Saturday of next week.

Monday at 9 a.m. the flags of the United States, Britain and the City of London will be raised with Sir Harold Caccia, the British Ambassador, and Mayor George Christopher of San Francisco participating in the ceremony opening London Week. The Ambassador will then proceed to the Canterbury Hotel to officially open the \$40,000 reconstruction of the 17th century coffee house in which Lloyd's of London had its beginning.

Also being opened will be a re-creation of the famous "Sherlock Holmes" pub of London at the St. Francis Hotel. British beer will be served.

Adding to the colorful calendar of events, a London "bobby," Constable Norman Niblo, will be flown here by the British Travel Association and two Royal Navy gun teams will come here straight from the famous Royal Tournament in London. "Miss London Week" will make an appearance.

Other events include a society ball (organized by the English Speaking Union), to be held at the St. Francis Hotel, displays of men's fashions from London, exhibits of fine cheeses, a reception aboard the Orient & Pacific liner ORSOVA, a cavalcade of British motor cars, and special sports events (including cricket and lawn-bowling).

During the Gold Rush, prices in San Francisco were so high that laundry was sent to and from China by clipper ship.

Three Major Bond Issues Singled Out For Chamber Support

Chamber Directors are supporting the three major bond issues on the November ballot—the "A.B.C. Package for Progress." They are:

Proposition A: a \$7,575,000 bond issue to renovate the Civic Center Auditorium. (Action followed recommendations of the Chamber Civic Development Committee, the Capital Improvement and Land Use Section and the Tax Section.)

Proposition B: the proposed \$2,967,250 Ferry Park Building Park. (Recommended by the Chamber Capital Improvement and Land Use Section, Tax Section and the Municipal Conference.)

Proposition C: \$1,800,000 to rehabilitate the Palace of Fine Arts. (Recommended by the Chamber Civic Development Committee, the Capital Improvement and Land Use Section and the Municipal Conference.)

Hitting the High Spots

with JIM WARNOCK

THE DINAH SHORE SHOW, Sunday, will be "A Salute to San Francisco's Pacific Festival." The show, which will feature most of the talent of the Pacific nations seen during the Pacific Festival, will include a performance by the world-famous Fiji band. The Chevy Show will be seen on KRON-TV (Channel 4) Sunday at 9 p.m. The Chamber Publicity Department provided photographs for set designed for the production. . . .

THE PREMIERE of the new Cinerama production, Louis de Rochemont's *Windjammer*, will be sponsored by the Chamber in cooperation with the Press & Union League Club Tuesday, November 17. The program includes dinner at the Club, first showing of the colorful production at the Orpheum Theatre, an after-the-show party at the Club and bus transportation from and to 555 Post Street. Price, including dinner, \$7.50 orchestra, \$6.50 balcony. The Club's Junior Scholarship Fund and the Annual Professional Journalism Awards Fund will benefit from the Premiere. . . .



The "Windjammer"

"INDUSTRIES FOR INVESTMENT," a panel of nationally-known business and investment executives, holds its second session Tuesday at the Veterans' Auditorium under the sponsorship of the San Francisco Junior Chamber of Commerce, according to Peter D. Costigan of Irving Lundborg & Co., Project Chairman. Speakers include Edmund W. Littlefield, Executive Vice President, Utah Construction & Mining Co.; Clarence F. Edner, Vice President, First Western Bank & Trust Co.; and Charles B. Stone, III, Chairman of the Board and Chief Executive Officer, U. S. Leasing Corp. Chairman will be Kenneth R. Rearwin, Vice President of Merrill Lynch, Pierce, Fenner & Smith, Inc. . . .

CHARLES C. MILLER, Manager of the Transportation Department, is in Honolulu attending Civil Aeronautics Board hearings of the Trans-Pacific Route Case. . . .

AN EIGHT-MAN JAPANESE Trade Mission was scheduled to arrive here today from Tokyo with a delegation from the San Francisco Area World Trade Association ready to greet it. The trade delegation also had a meeting scheduled today,

2:30 p.m., in the Board of Directors' Room of the Chamber. . . .

NATIONAL OFFICE MANAGEMENT ASSN. Conference and Show at the Sheraton-Palace Hotel, October 26 to 28 will feature exhibits of latest models by the nation's leading business equipment organizations and addresses by Walter S. Johnson, President of Friden Calculators, Inc.; Walter Emerling, Manager of Procter & Gamble's general office services department; Father Andrew C. Boss, Director of the University of San Francisco Labor-Management School; John B. Kennick, Office Employees Union; Raymond A. Smardon, Manager of Distributors Assn.; Richard M. Oddie, Director of Bank of America's Small Business Services; and Edward L. Tulkington, Regional Director of the U. S. Small Business Administration. . . .

THREE SAN FRANCISCANS HAVE BEEN NAMED members of the Committee on Business Statistics of the Chamber of Commerce of the United States for 1959-60. They are Austin Cadle, Manager, Economics Department, Standard Oil of California; Albert E. Ellison, Chief Statistician, Pacific Telephone and Telegraph Co.; and U. E. Nordeen, General Auditor, Southern Pacific Co. . . .

COUNT KJELD GUSTAV KNUTH-WINTERFELDT, Denmark's Ambassador to the United States, will discuss his country's foreign economic policy at a luncheon meeting of the San Francisco Area World Trade Association, affiliate of the San Francisco Chamber of Commerce, today, noon, in the Vista Room atop the Whitcomb Hotel, according to Peter B. Mackey, Association President. . . .



SAN FRANCISCO topped some 2,200 communities in the country with its voluntary motor vehicle safety check program last May under the sponsorship of the Chamber. The plaque, naming San Francisco the top city in the nation, recently was presented by Francis P. Lowrey, Director of Field Services, Inter-Industry Highway Safety Committee, Washington, D. C. (right) with formal acceptance by Thomas Cahill, Chief of Police (center). H. A. Dunker, Chairman of the Traffic Safety & Control Section, looks on.



NEAL S. BLAISDELL, Mayor of Honolulu (left), and Dan E. London, Acting President of the Chamber and Managing Director of the St. Francis Hotel, seem to agree on the theme "Let's Do Business With Hawaii" during the recent business opportunity conference at the Whitcomb Hotel sponsored by the Hawaiian Affairs Section of the Chamber. Seven of Hawaii's leading businessmen conducted panels on the 50th State's economic potential with the mainland.

JACK H. HOW, President of the Chamber, and Lester Goodman, Chairman of the San Francisco-Osaka Town Affiliation Committee, will represent the City and County of San Francisco at the 5th Biennial Japan-American Conference of Mayors and Chamber of Commerce Officials to be held at Osaka—San Francisco's "sister city"—from November 4 through November 8. More than 70 mayors, city officials and chambers of commerce presidents from the chief cities in California, Oregon and Washington will attend the five-day confab. . . .

WESTERN - KNAPP ENGINEERING COMPANY, San Francisco, has been awarded a contract to design and engineer a 15,000-ton per day copper flotation concentrator for American Smelting and Refining Company's Mission Project near Tucson, Ariz. The copper concentrator is the major construction item in the project which has an estimated total cost of more than \$40,000,000. . . .

World Trade Association Elects Mackey President

Peter B. Mackey, Assistant Vice President of Atkins Kroll & Co., Ltd., export-import firm, has been elected President of the San Francisco Area World Trade Association of the Chamber, according to James P. Wilson, Executive Secretary. Mackey succeeds Richard Nelson of Richard Nelson Company.

Other officials elected:

B. A. Malone, Branch Manager of RCA Communications, Inc., Vice President; John J. Jacobs, Administration, States Marine-Isthmian Agency, Inc., Second Vice President and Chairman of the 1960 Golden Gate World Trade Week; Wendell B. Berry, Assistant Cashier, Crocker-Anglo National Bank, Third Vice President; and Robert C. Bentley, Assistant Cashier, Pacific National Bank of San Francisco, Treasurer.



Peter B. Mackey

NEW MEMBERS OF THE CHAMBER



Willard P. Norberg Charles L. Turner James K. Garner M. Oppenheim, Jr. R. W. Holden

New members recently added to the Chamber roster include the above (left to right):

Willard P. Norberg, member of *Ackerman, Johnston, Johnston and Mathews*; Charles L. Turner, Manager, *Glenn Realty Company*; James K. Garner, M.S., Chief Counselor, *Accredited Counseling Service*; Morris Oppenheim, Jr., Owner, *Newbegin's Bookshop*; and R. W. Holden, General Manager, *Jack Tar Hotels*.

Admiral Talks on "NATO, Navy in Nuclear Age"

Admiral Walter F. Boone, U.S.N., United States representative to the Military Committee and Standing Group of the North Atlantic Treaty Organization, will speak at the San Francisco Navy Day Luncheon Tuesday at the Commercial Club under the sponsorship of the Chamber, the Commercial Club and the San Francisco Council of the Navy League of the United States. Admiral Boone will talk on "NATO and the Navy in the Nuclear Age."



Admiral Boone

Dan E. London, Managing Director of the St. Francis Hotel and Acting President of the Chamber, will preside. Chairman of the Day will be John A. Sutro, National Vice President of the Navy League.

Chamber Calendar

October 23—SFAWTA—New Vista Room, Whitcomb Hotel, 12 noon. Speaker: Count Kield Gustav Knut-Winterfeldt, Denmark's Ambassador to the U. S.

October 23—8-E DAY ORIENTATION MEETING—Room 200, Chamber, 11 a.m.

October 23—JAPANESE TRADE MISSION—Room 200, Chamber.

October 26—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

October 27—NAVY DAY LUNCHEON—Commercial Club, 12 noon. Admiral F. Boone, USN: "NATO and the Navy in the Nuclear Age."

October 26—SAN FRANCISCO DESIGN CENTER—Fly Trap Restaurant, 73 Sutter, 12 noon.

October 28—SFAWTA—San Francisco Room, Fairmont Hotel, 12 noon. Speaker: Charles Porter, U. S. Congressman from Oregon.

October 28—MINING COMMITTEE—Commercial Club, 12:15 p.m.

Agenda: Review of Western Governors' Conference and American Mining Congress.

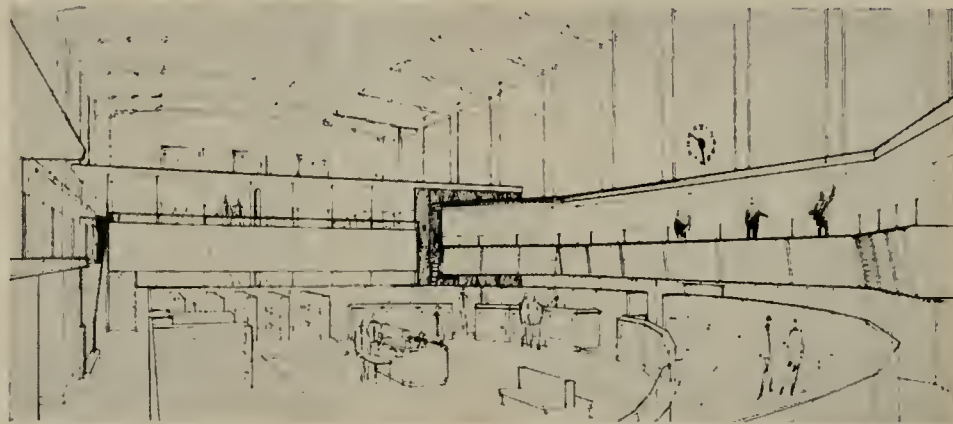
November 2—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

November 5—CENTENNIAL SALUTE TO OIL INDUSTRY LUNCHEON—Commercial Club, 12 noon. Glenn T. Seaborg: "Planning Today for Tomorrow's Energy Needs."

Hours of fog over San Francisco Bay recorded by the Lighthouse Service of the Weather Bureau average only 153 per year.

Progressogram No. 46

Pacific Coast's "Exchange of Destiny"



ARCHITECT'S SKETCH of how the San Francisco Division of the Pacific Coast Stock Exchange will look when completed sometime this November.

The Pacific Coast Stock Exchange—the "Exchange of Destiny"—is second only to New York as a regional security market. It accounts for about 30 per cent of the national regional stock exchange volume.

The San Francisco division, founded in 1882, and the Los Angeles division, founded in 1899, have played important individual roles in pumping the lifeblood of finance into the dynamic Pacific Coast area to build industrial growth, to develop business and to expand agriculture.

Consolidation of the two exchanges, amalgamating the West's two chief security markets, was effected in January, 1957 after years of planning and study. The creation of a broader market—providing many new opportunities for investors, corporations, security dealers and banks and financial institutions—was the result.

Buying and selling orders are executed immediately not only in the city of placement, but also on the division floors, even though 400 miles apart, via a special telephone circuit—unduplicated outside the Civil Aeronautics Authority.

The Exchange comprises 122 member organizations, including 29 member corporations serving public investors through more than 800 offices in 11 Western States, the Midwest, the East and abroad. There are also 2,000 registered representatives associated with the member firms in West Coast offices and 360 non-member dealers and banks across the nation who function through these firms.

More than 550 common and preferred stocks of companies of national, regional and local significance, including Hawaii, are listed by the Exchange—80 of them exclusively.

The most important advantage in trading on the Pacific Coast Stock Exchange is the time differential between the Atlantic and Pacific Seaboards. Pacific is the only major national securities exchange open from 12:30 P.M. to 2:30 P.M. (PST). This time differential makes Pacific Coast the Nation's security market after 12:30 P.M. (PST) each market day. National and international events of major importance affecting trading often result in a flow of orders to Pacific Coast Stock Exchange from all over the nation.

Another specific advantage of Pacific is the tax saving benefit. Customers who executed and sold orders through Pacific in 1958 at the same price as the primary market saved over \$520,000.00 in not having to pay a transfer tax to the State of New York.

IA regular feature of the Chamber; reprints available at the Research Department, EX 2-45111

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH J. HAUGHEY, Editor

Published every other week by the San Francisco Chamber of Commerce at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Non-member subscription, \$5.00 a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Circulation: 9,000 this issue



San Franciscana

"STORYLAND" — DELIGHT
OF YOUNG AND OLD



FANTASYLAND . . . young and old get "out of this world"

"Storyland"—the classic world of the children's story—has become a practical reality at Fleishhacker Playfield near Sloat Boulevard and the Great Highway.

For the small admission price of 10 cents for children under 12 years of age and 15 cents for "children" of all ages over 12 years one can bridge the real world to enter the world of fantasy.

The exhibits include a story book cover entrance, the "Steadfast Soldier" guarding the gate and ticket house, Rapunzel's Castle, Old King Cole and his Fiddlers Three, a "One, Two, Button My Shoe" mural, Jack and the Beanstalk, "Ring Around the Rosie," Little Red Riding Hood and the Wolf (life-size fiberglass figures), Cinderella, the Old Lady on the Hill, Hansel and Gretel (along with the witch), Goldilocks and the Three Bears, Snow White and the Seven Dwarfs, The Old Lady Who Lived in a Shoe, Peter, Peter, Pumpkin Eater, Mary Who Had a Little Lamb, the Hickory Dickory Dock (with a mouse running around the clock), Mother Hubbard and her Cupboard, Humpty Dumpty, Alice in Wonderland, Seesaw, Marjorie Daw, and Little Miss Muffet seated on a Tuffet.

The first phase of the project, covering about 3 1/2 acres, was completed at a cost of about \$252,000 with private citizens and civic organizations contributing 46 per cent of the money and the City and County of San Francisco the remaining 54 per cent. When finally completed, Storyland will encompass nearly seven acres.



"Humpty Dumpty
had a great fall . . ."

The project was started by a group of citizens headed by the late Herbert F. Fleishhacker, former President of the Park Commission, and Municipal Court Judge Francis McCarty, a former Supervisor.

In addition to the exhibits there is the Mad Hatter's Munch Bar (constructed by a catering concessionaire) and the Sugar Plum Party Area which includes four picnic courts arranged around a 12-foot Sugar Plum Tree. (The area may be reserved for children's parties by telephoning the concessionaire at PRospect 5-2131.)

Director of Storyland is Mrs. Mary Allio. Project designers include J. Francis Ward, Architect; Donald G. Clever, Design Consultant and Fabricator of Figures and Murals; and Prentiss French, Landscape Architect.

(*A regular feature . . . ask the Chamber for reprints: EXbrook 2-4511, Research Dept., Ext. 13 or 14.)

Motley, U. S. Chamber Official, to Speak on Business and Politics

"The Businessman and Politics" will be the subject of a talk by Arthur H. (Red) Motley, vice president and director of the Chamber of Commerce of the United States, Monday noon at a luncheon in the Gold Room of the Fairmont Hotel under the sponsorship of the Chamber and Northern California Chamber of Commerce Executives.

The event is another in a series of events in the Practical Politics Program of the Chamber.

Motley, chairman of the U. S. Chamber's Political Participation Committee, travels an average of 100,000 air and rail miles each year.

In 1957, he was chairman of the Distribution Research for Small Business. He also headed the first team to go abroad to explain American selling methods to foreign businessmen.

Motley is also a director of the Advertising Federation of America. He is past chairman of the board of National Sales Executives and past chairman of the National Distribution Council of the Department of Commerce.

Also president of Parade Publications, Inc., and publisher of the national Sunday magazine, he was named one of "America's 12 Master Salesmen" in 1954.

Louis B. Lundborg, a director of the U. S. Chamber and executive vice president of the Bank of America N. T. & S. A., will be chairman of the day.

Tickets, \$3.50 each, or reservations, are still obtainable at the Chamber.

World Business Clinic Set at Downtown Center

A three-session clinic on "What is Happening to Our International Business?" will be held November 17-24 and December 1 at San Francisco State College's Downtown Center, sponsored by the San Francisco Area World Trade Association in cooperation with the college's school of world business.

Herbert G. Bull, Assistant Manager of Foreign Products, California Packing Corporation, and Nathan Most, Executive Vice President of Getz Bros. & Co., will be discussion leaders.

Panelists will include Henry F. Grady, Jr., Assistant Vice President, International Banking Administration, Bank of America N. T. & S. A.; James P. Wilson, Executive Secretary, SFAWTA; Dr. Thomas R. Wilson, Co-Director, State's School of World Business; and Henry H. Keith, Assistant Manager, Chamber World Trade Department.

San Francisco's first "Lumber Schooner" — a log raft which transported lumber from a northern point in the Bay to San Francisco — was built by Jose Arguello, Commandant of the Presidio (1787-1806).

Business Activity and Consumer Indices Soar For First Nine Months of the Year

Business activity and consumer price indices reached all time highs for the month of September in San Francisco, according to the Chamber Research Department. The Chamber business index of 170.2 topped last September by 11.6 points. The nine months' average of 162.4 showed a gain of 10.2 points over last year's similar period.

The consumer's price index of 130.8 rose 2.4 points from September, 1958. The figure of 129.7 for the first nine months of this year was 2.0 points above last year's cumulative period.

The Chamber business index (based on the 1947-49 average—100) showed gains in three of the four categories used in its compilation: the retail department store sales were up 11.3 per cent, bank debits 9.3 per cent and electrical energy sales 2.4 per cent. The fourth item, freight car movements, declined 10.2 per cent.

Employment Record Set

Other notable gains occurred in postal receipts, up 9.6 per cent from September 1958 and 14.9 per cent for the nine-month period, and stock exchange activity, 37 per cent ahead in shares traded and 38.3 per cent ahead in market value for the first nine months.

Employment in the San Francisco-Oakland Metropolitan Area (the counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) hit a record high of 1,130,300 persons in September. The number of unemployed—37,500, or 4.7 per cent of the work force—was 5,400 less this September than during the same month last year, despite labor disputes and work stoppages.

Average weekly earnings in the manufacturing industry of \$106.92 for August (latest available figure) gained 0.7 per cent for the similar month last year (although slightly below the all time monthly record of \$107.46, set in July of this year).

Construction activity in San Francisco felt the impact of recent strikes. Building permits tumbled 28 per cent from September 1958, and were off 3.8 per cent for the first nine months. Although the value of construction permits fell 16.1 per cent for the month of September, there was a healthy gain of 14.9 per cent for the nine months. Nearly two-thirds of September's total of \$9.1 million was for construction of two major projects, the second unit of American Trust Company's headquarters building, California and Leidesdorff Streets, and the Civic Center Plaza Parking Garage.

Air Passenger Total Up

Nine county Bay Area dwelling units authorized slipped 15.6 per cent for September, but showed a 30.3 per cent increase for the first three quarters of 1959 with a total of 39,421 units (valued at \$20,316,623).

In the field of transportation, August passengers off and on topped 400,000 for the first time in any month at San Francisco International Airport with a total of 431,771, or a gain of 17.4 per cent over August of 1958.

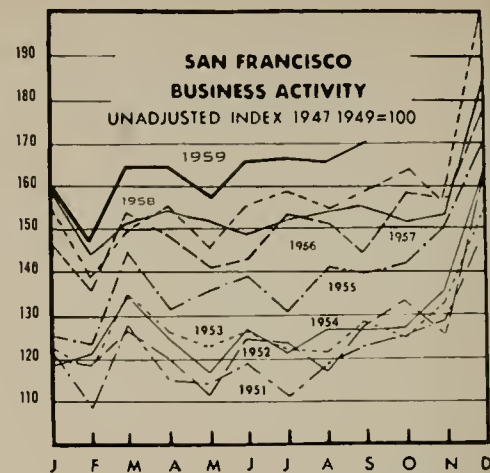
Airport air express shipments, loaded and unloaded, weighed 1,114,725 pounds in August—the first time in any month more than a million pounds has been tallied.

Port Tonnage Down

Rail Express shipments were off 17.4 per cent for September and 8.3 per cent for the nine months' period.

Revenue tonnage through the Port of San Francisco was down 33.9 per cent in September and 13.9 per cent from August of this year.

San Francisco-Oakland Bay Bridge cross-



ings for the first nine months totaled 28,370,120, a gain of 5.2 per cent, and 3,297,165 for September, up 7.1 per cent. The Golden Gate Bridge had 13,698,596 crossings for the first three quarters, a gain of 8.1 per cent, and 1,570,235 for September, up 6.5 per cent.

Business Activity Through September, 1959

BRANCH OF ACTIVITY	SEPTEMBER 1959	% from 1958	9 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX	170.2	7.3	162.4	6.7
CONSTRUCTION PERMITS				
Total Number	824	-28.0	8,283	-3.8
Value	9,133,723	-16.1	76,884,561	-14.9
Residential, New	1,813,705	-6.1	23,219,525	-11.1
Dwelling Units	169	-4.3	2,141	-28.4
Single-family units, New	56	-9.7	566	-11.3
Non-residential, New	5,817,693	-16.0	33,348,213	-42.8
Additions, Alterations and Repairs	1,502,325	-26.0	20,316,623	-16.8
Nine County dwelling units authorized	3,473	-15.6	39,421	-30.3
*RETAIL DEPARTMENT STORE SALES	128	11.3	119.3	6.5
FINANCE				
Bank Debits	4,750,248	9.3	40,154,168	8.3
Postal Receipts	3,077,774	9.6	26,664,565	14.9
Pacific Coast Stock Exchange	2,641,546	-37.5	37,116,598	37.1
Market value \$	67,524,968	-11.9	765,986,882	38.3
COMMERCIAL FAILURES	10	-16.7	92	7.0
INDUSTRY TREND—6 County Total Employment	1,130,300(p)	2.4	1,103,020(p)	2.7
Manufacturing Average Weekly Earnings	106.92(b)	3.3	105.37(c)	7.1
Manufacturing (employment)	212,100(p)	0.7	205,540(p)	3.2
Construction, contract	74,900(p)	2.2	71,230(p)	7.0
Finance, insurance, real estate	71,300(p)	4.1	69,710(p)	2.2
Retail trade	174,300(p)	3.9	170,670(p)	4.3
Wholesale trade	79,000(p)	0.4	78,400(p)	0.9
Service	188,400(p)	2.1	185,940(p)	2.1
Transportation, comm., and utilities	111,000(p)	4.1	108,500(p)	0.7
Agriculture	22,600(p)	4.6	19,300(p)	1.6
Government—Federal, state, city	192,900(p)	2.5	191,120(p)	2.8
Other	3,800(p)	-2.6	3,580(p)	-3.2
Unemployment	37,500(p)	-30.8	49,520(p)	-27.6
% of Labor Force	3.2	-31.9		
TRANSPORTATION—Freight car movement	12,909	-10.2	110,378	2.0
San Francisco Airport—Planes In and Out	12,181(b)	6.1	90,575(c)	7.3
Passengers Off and On	421,771(b)	17.4	2,666,046(c)	11.6
Air Mail Loaded and Unloaded	3,493,115(b)	8.8	28,466,891(c)	13.2
Air Express Loaded and Unloaded	1,142,725(b)	48.4	5,616,559(c)	7.3
Air Freight Loaded and Unloaded	8,775,245(b)	1.6	63,950,958(c)	21.7
Air Express Shipments	17,010	18.0	142,856	15.7
Rail Express Shipments	67,388	-17.7	560,801	-8.3
*Truck Movements—San Francisco Area	177.8	4.4	172.1	6.5
Out of State passenger car entries into No. Calif.	99,142	10.3	758,528	7.5
PORT OF SAN FRANCISCO—Revenue Tons	355,138	-33.9	3,903,001	-7.1
Coastwise	39,420	455.2	174,646	190.0
Intercoastal	12,243	-64.1	260,715	-4.1
Inland Waterway	86,803	-52.6	1,229,373	-19.4
Foreign	196,672	-30.4	2,238,267	-4.4
CARGO VESSELS (San Francisco Bay)				
Arrivals	382	-2.0	3,663	3.6
Millions of Registered Tons	1,924,938	1.3	18,446,001	8.4
Departures	385	-0.7	3,647	4.1
Millions of Registered Tons	1,943,442	3.4	17,330,300	2.2
UTILITIES—Industrial and Commercial Gas Sales	1086.3	0.4	11773.6	-2.2
*Elec. Energy Sales, K.W. Hrs.	151.6	2.4	155.7	2.4
Water Consumption—Commercial and Industrial	177.4	4.2	1491.7	2.2
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries	1,488	32.7	18,452	19.6
Bay Bridge Vehicle Crossings	3,297,165	7.1	28,370,120	5.2
Golden Gate Bridge Vehicle Crossings	1,570,235	6.5	13,698,596	8.1
FRUITS & VEGETABLE RECEIPTS	4,344	-0.8	37,175	5.5
LIVESTOCK SLAUGHTER (Insp. Dists.)				
Thousands of Heads	(not available)		(not available)	
*S. F. CONSUMER PRICE INDEX—All Items	130.8	1.9	129.7	1.6

*Index Base, (1947-1949 Monthly Average=100); (p) Preliminary, (a) July, (b) August, (c) 8 months. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

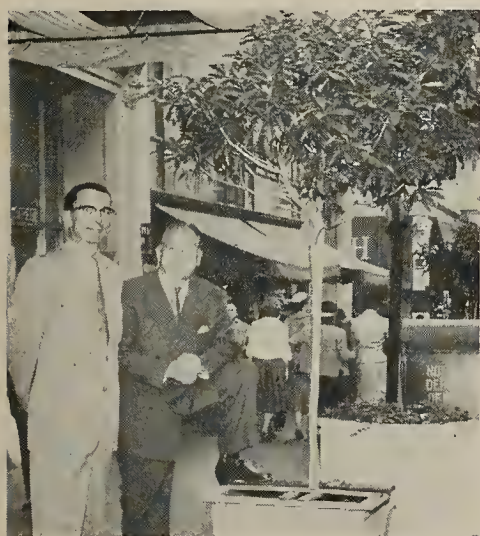
with JIM WARNOCK

JACK H. HOW, President of the Chamber, highlighting his goodwill tour of Honolulu, Manila, Hong Kong, Tokyo and other Far East points, arrived last Wednesday in Osaka to attend the Fifth Biennial Japan-American Conference of Mayors and Chamber of Commerce Officials in San Francisco's "sister-city." How called on civic and chamber of commerce officials in each of the cities he visited. How, also President of Western Machinery Company and Western-Knapp Engineering Co., is expected to return to San Francisco Monday via Pan American World Airways. Also attending the conference was Lester Goodman, Chairman of the San Francisco-Osaka Town Affiliation Committee and President of Getz Bros., who represented Mayor George Christopher and the City and County of San Francisco. . . .

THE TAX SECTION of the Chamber and the S. F. chapter of the California Society of Certified Public Accountants are co-sponsoring a 1959 Income Tax Conference in the Sheraton-Palace Hotel December 3, according to E. V. Donovan, Tax Section Chairman and Manager, Tax Department, C. & H. Sugar Refining Corp. . . .

THE ARMED FORCES SECTION of the Chamber is forming a subcommittee to assist business firms in developing and defining plans of action for their employees in the event of a disaster, according to Chairman Stuart D. Menist, Major General, USAR, and Vice President of Fund Insurance Co. Rear Admiral A. G. Cook, U.S.N. (Ret.), Director of the Disaster Council Corps, met with the Armed Forces Section last Monday to discuss the subject. . . .

CHARLES F. STOVER, Red Bluff cattleman who was named California's Livestock Man of the Year by the Chamber, received a silver tray Saturday night at the Cow Palace from Dan E. London, Acting President of the Chamber, marking his selection by a committee of livestock leaders from all sections of the state. G. L. Fox, General Manager of the Chamber, and other Chamber representatives also attended the Cow Palace event, which was designated "Chamber of Commerce night." . . .



A TREE GROWS ON POST STREET—Cooperating with the street tree planting campaign of the Chamber and the Department of Public Works Street Tree Division, members of the Post 200 Association—merchants with stores on the 200 block of Post Street—have inaugurated their own street beautifying program. Left to right are Association President Jack Speh of Abercrombie & Fitch and Jesper Peterson of S. Christian of Copenhagen pictured with one of the two dozen trees which line both sides of the street.



A RECORD 3,800 teachers were hosted by more than 200 local business firms during Business-Education Day last Friday under the sponsorship of the Chamber in cooperation with the San Francisco Unified School District. G. L. Fox, General Manager of the Chamber (center), is shown above in the conference room with a group of teachers during a briefing session at the Chamber.

THE JUNIOR CHAMBER will hold its final "Industries for Investment" seminar session at the Veterans' Auditorium Tuesday. Leonard H. Straus, President of Thrifty Drug Stores Co., J. L. S. Sneed, Jr., President of Consolidated Freightways, Inc.; and Kenneth A. Conningham, Assistant to the President of Permanente Cement Co., will be the speakers. Daniel J. Cullen, Senior Vice President of Walston & Co., Inc., will be chairman. . . .

GLENN T. SEABORG, Nobel Prize Winner in Chemistry and Chancellor of the University of California, spoke on "Planning Today for Tomorrow's Energy Needs" at a luncheon yesterday at the Commercial Club in salutation of the centennial of the oil industry. . . .

"HOTEL PEOPLE—FRONT LINE OF GOOD WILL" was the subject of G. L. Fox, General Manager of the Chamber, at a dinner meeting Monday of the Golden Gate Charter of Hotel Greeters of America. Held at the Sheraton-Palace Hotel, the meeting was the first in a series to re-invigorate the local group. . . .

"GET OUT THE VOTE" spot announcements were sent to all San Francisco radio and television stations by the Publicity Department urging a heavy turnout at Tuesday's municipal election. . . .

U. S. DEPARTMENT OF AGRICULTURE'S new \$105,000 wool processing laboratory at Albany was dedicated this week and will conduct studies to improve wool's competitive position. It is a unit in the Western Utilization Research and Development Division of USDA's Agricultural Research Service. J. Earl Coke, Vice President, Bank of America N.T. & S.A. and former Assistant Secretary of Agriculture, was principal speaker. . . .

1960 CALIFORNIA MAID OF COTTON CONTEST begins soon with the panel of judges now filled and including Nerice Fugate of the House of Charm. This year's maid will be presented at the annual Cotton Cotillion to be held November 14 in Fresno and will visit San Francisco later. . . .

VORTEX PRESENTS, outstanding demonstration of electronic music and visual image, runs through November 30 at the S. F. Museum of Art, Civic Center, at 7:30 p.m. and 9:00 p.m. Saturdays and Sundays. Admission to the performances, sponsored by the Audio-Visual Research Foundation in cooperation with the museum, is \$1.25 for the public and \$.90 for museum members. . . .

HARRY W. GUPPY, Chairman of the Chamber's Government Purchasing Liaison Section of the Domestic Trade committee, has been elected Vice President in Charge of West Coast Operations by the Board of Directors of Planters Nut & Chocolate Company. . . .

CHARLES F. RICKER of the E. B. Field Co. of Oakland has been elected President of the Northern California Chapter of the Society of Industrial Realtors. He replaces Malcolm K. Grant of Sacramento. Also elected were Vice President, James H. L'Hommedieu of Lovegren and L'Hommedieu, San Jose; and Secretary-Treasurer, Hunter S. Robbins, Jr., of Robbins and Ritchie, Oakland. . . .



"WINDJAMMER" MODEL BUILDER Eric Swanson, Scandinavian-born sailor with first-hand experience of the old square riggers, demonstrates some of the finer points of model shipbuilding to four young aspirants to the San Francisco Press & Union League Club's annual scholarship awards for journalism students. The PULC will sponsor the November 17 Northern California premiere of Cinerama's new presentation, "Windjammer," at the Orpheum, with proceeds going to junior scholarship and professional journalism awards. Left to right: Barbara Duffy and Karl Vatia, George Washington High; Joan Toso, Presentation High; and Daryl Middleton, George Washington High. Tickets for the performance and dinner are obtainable at the Press Club.

SPEED AND SPACE SYMPOSIUM will be presented at the Press and Union League Club November 9-10, under sponsorship of the Club and in cooperation with the Air Force Assn., U. S. Air Force, U. S. Army, and U. S. Navy as a service to the news media of the western states in "the elucidation of modern phenomena relating to high speed flight and space exploration." . . .

IN GROWTH INDUSTRIES, nearness to a source of brainpower is more important than markets, raw material, transportation or labor, Provost Frederick E. Terman of Stanford, internationally known electronics expert, told a regional meeting of the American Iron and Steel Institute today at the Mark Hopkins Hotel. . . .

ARTHUR NODINE, Vice President of W. & J. Sloane, has been named General Manager of Sloane stores in San Francisco. . . .

JOHN M. PEIRCE, General Manager of the S. F. Bay Area Rapid Transit District, characterizes the 1958-59 fiscal year as a period marking "the progress of the district from its organizational phase into the planning phase of its activities." The BARTD's second annual report was published in October. . . .

KRON-TV hosted 60 San Francisco teachers on Business-Education Day, October 30, sponsored by the Chamber. . . .



AWARD OF PROGRESS—Clovis Saunders, president of Sommer & Kaufmann (center), receives an Award of Progress from the Chamber for his firm's enhancement of the city's central business district with a recently completed million dollar renovation at 838 Market Street. Making the presentation are Everett Kindig, Chairman of the Business Development Section, and O. R. (Rod) Doerr, Second Vice President of the Chamber (right).

Award of Progress to Sommer & Kaufmann

Sommer & Kaufmann has been presented the Chamber Award of Progress for "having enhanced the city's central business district" with a one million dollar remodeling of its main store at the 838 Market Street.



O. R. (Rod) Doerr

O. R. (Rod) Doerr, Second Vice President of the Chamber and Vice President in Charge of Sales, Pacific Gas & Electric Co., made the presentation to Clovis Saunders, President of Sommer & Kaufmann.

Attending the ceremony were Everett Kindig, Chairman of the Chamber Business Center Development Section and Sales Superintendent, Hills Bros. Coffee, Inc., and Frank C. Brandon, Executive Vice President and General Manager of the firm which specializes in shoes for all the family.

Features included in the remodeling are a garden lane with access to and from Market Street, wall murals by the famed Sotomayer, a "golden staircase," and a fishpond.

Chamber Cooperates Fully with Film Festival

Directors of the Chamber have officially established a standing policy of full cooperation with the San Francisco International Film Festival, according to Dan E. London, Acting President of the Chamber.

Action followed the recommendation of the Chamber Publicity Committee of which John R. Little, Vice President of Foote, Cone and Belding, is Chairman.

"San Francisco is the logical location of the only film festival of international stature held in the United States and its director, Irving Levin, achieves considerable publicity for the city in Europe and Asia by his efforts," London commented.

Twenty-one countries, more than ever before, have entered films in the competition, to be held November 11 through November 25 at the Metro Theatre.



FEMME FATALE, FAR EAST STYLE—Li Feng (Lin Dai), enchants Emperor Chen-te (Chao Lei) in this scene from the Hong Kong Run Run Shaw production, "The Kingdom and the Beauty," to be seen on the Sunday matinee, November 22, during the San Francisco International Film Festival at the Metro Theatre. The Festival is sponsored by the San Francisco Art Commission in cooperation with 10 local non-profit organizations, including the Chamber.

'Formal Handshake' Policy with Red China Urged

Congressman Charles Porter of Eugene, Ore., advocated a "formal handshake at arm's length" rather than the present administration's "cold shoulder" policy toward Red China at a meeting of the San Francisco Area World Trade Association last week at a luncheon at the Fairmont Hotel.

Congressman Porter urged that the administration "cease sponsoring" Chiang Kai-shek, and that Formosa and the Pescadores be "internationalized."

He urged that trade be resumed with Red China on the same basis as at present with the Soviet bloc, that its government be admitted to the United Nations, and that its sovereignty be acknowledged.

He characterized the U. S. Government's policy as "one of massive insulation, silence and a cold shoulder" and urged that Chiang

Kai-shek's "armed forces be disbanded and the men rehabilitated for productive work."

"He (Chiang) himself should be sent to an old soldier's home, preferably one with barbed wire around it—for his protection and ours," Porter said.

Chamber Calendar

November 9—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

November 9—ARTHUR H. MOTLEY LUNCHEON—Gold Room, Fairmont Hotel, noon. Speech: "The Businessman and Politics."

November 10—DOWNTOWN LIAISON PARKING COMMITTEE—Room 200, Chamber, 10:30 a.m.

November 10—SFAWTA LUNCHEON—Commercial Club, noon. Speaker: Willis O. Isaacs, Minister of Trade and Industry of Jamaica, W. I.

November 12—SFAWTA LUNCHEON—San Francisco Room, Fairmont Hotel, noon. Speaker: Chalmers Graham of Graham, James and Rolph.

November 13—REGIONAL PROBLEMS SECTION—Room 200, Chamber, 10:30 a.m. Agenda: Thornton Beach State Park.

November 13—CANCOCCE LUNCHEON—Cirque Room, Fairmont Hotel, 12:30 p.m.

November 16—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

November 17-18—INTER-CITY SECTION—Trip to Central San Joaquin Valley.

November 17—CLINIC ON VITAL WORLD BUSINESS QUESTIONS—Downtown Center, S. F. State College, 7-9 p.m.

November 18—R.M.A. BOARD OF DIRECTORS—Press & Union League Club, 8 a.m.

November 18—POLITICAL COMMITTEE OF SFAWTA—Empire Room, Fairmont Hotel, 12 noon.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

G. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

JOSEPH I. HAUCHEY, Editor

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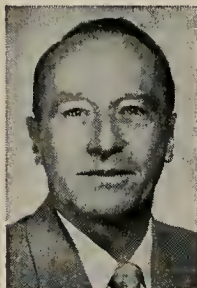


Financial, Operational Problems In Moving World Trade Department Studied

Problems of moving all or part of the world trade activities of the Chamber from its headquarters at 333 Pine Street to the World Trade Center were considered last week by the Chamber Board of Directors, according to Jack H. How, President.

How stressed that such a move would involve additional Chamber financing.

O. R. Doerr, a Chamber Vice President, is chairman of a special committee on relocation of the department. By action of the board, George Killion, a Director who is also President of American President Lines, was added to the committee.



O. R. Doerr

"In view of the fact that the idea of a world trade center originated in the Chamber some years ago, there has been close cooperation between the World Trade Center and the Chamber in the promotion of world trade," How said.

"Location of a part or all of the department at the center has had long consideration," he explained, "but no solution to operating, financing, and other problems has yet been found."

"For many years the Chamber and the S.F. Port Authority have cooperated with other agencies in promotion of the city's water-borne commerce. Such cooperation shall be continued," How said, "and effective results can be accomplished regardless of the location of various world trade offices and agencies."

"For nearly a quarter of a century the Chamber has sponsored World Trade Week in May of each year and it was among the first major chambers in the U. S. to do so."

"In addition to other events fostered to promote import and export business it has also conducted a direct mail campaign to about

1,000 organizations throughout the world to encourage the routing of commerce via the Port of San Francisco. For several years this mailing has included literature about the World Trade Center," How said.

"The 42-year-old San Francisco Area World Trade Association is an entity created within the Chamber to advance international trade and is staffed through the World Trade Department. All of its operations are integrated with those of other Chamber departments concerned with the production of literature, publicity, the use of foreign raw materials in Bay Region factories, and the marketing of Northern California products abroad, to name only a few."

"Chambers of commerce throughout the world are traditionally a first stop for foreign business visitors who wish to learn about aspects of a community," How said.

"Each year hundreds of individuals and delegations are received at the Chamber and visit many of its departments in addition to World Trade. They are interested in agriculture, manufacturing, mining, government, research, sale and promotion techniques, as well as import-export matters."

"This function and many others would be highly complicated by removal of the department from Chamber headquarters, a decision which therefore requires careful study."

"The special committee will continue its study of the problem and report to the board at an early date."



FAIREST ONES AT THE FIESTA—National Wine Queen June Adler (above, right), Fiesta Queen Angela Sabella and Cyril Magnin, President of the San Francisco Port Authority sample crabs at Fisherman's Wharf during last week's Fisherman's Fiesta. Below, is Pat Rooney, United Airlines stewardess, who took six of the delectable Dungeness crabs to President Eisenhower after they were cooked at Sal and Dom's on the Wharf, and flown to the East aboard a UAL plane.



Thornton Beach Status Studied by Chamber Regional Problems Section

A panel discussion on Thornton Beach State Park—the north San Mateo County coastal recreation area spilling into San Francisco County—was held by the Regional Problems Section of the Chamber last Friday at the Chamber.

Panelists included Charles DeTurk, Chief of the California Division of Beaches and Parks; Creed B. Haberlin, member of the San Mateo County Recreation Commission; and Peter Markovich, manager of the Daly City Chamber of Commerce.

Also attending were Assemblymen Louis Francis of San Mateo County and Milton Marks and Charles Meyers of San Francisco; and State Senator J. Eugene McAteer of San Francisco. Thomas F. Casey, Jr., attorney of Cahill and Casey and chairman of the Region-

al Problems Section, presided.

"Thornton Beach lies on the southern border of San Francisco and is largely used by San Franciscans," Wayne M. Stevens of MacKenzie Stevens and Company and Chairman of the Thornton Beach State Park Development Committee, pointed out.

"In spite of the great need for restoration and development of this clean beach close to San Francisco, selfish interests seem determined to divert \$400,000 of State money, already appropriated, to other areas further south."

"Ever since the former road to the beach was accidentally put out of commission in 1955, repair, restoration and development of the beach have been put off on one excuse or another—none of them truly valid."

"With regard to the total appropriation now available and the relative population to be served, the cost of making Thornton Beach fully usable is not large. Before State money is spent acquiring land elsewhere, thought also should be given to the fact that the beach property was originally acquired by the State Division without cost as a gift."

"When it was learned that the \$400,000 in Senator Richard Dolwig's bill is not now planned for use at Thornton Beach, after a previously unwarranted diversion of \$61,900 allotted to it, a number of those especially interested—including representatives of the City Council of Daly City, the Westlake Subdivisions Improvement Association and other civic organizations and committee members—evinced keen interest in the proceedings."

Chamber-Sponsored Income Tax Conference To Be Held at Sheraton-Palace December 3

The 1959 Income Tax Conference, sponsored by the Chamber and the California Society of Certified Public Accountants (San Francisco chapter) will be held Thursday, December 3, at the Sheraton-Palace Hotel, according to E. V. Donovan, Chairman of the Chamber Tax Section.

"The conference involves important legislation, regulations, rulings and court decisions—and an opportunity for a quick, comprehensive review of the latest in the federal income tax picture," Donovan said.

International Business Seminar Scheduled

Overseas based operations for international business will be discussed Tuesday, 7 p.m. until 9 p.m., in the second meeting of a clinic on vital world business questions at the Downtown Center of the San Francisco State College under the sponsorship of the College and the San Francisco Area World Trade Association, Chamber affiliate.

Henry F. Grady, Jr., Assistant Vice President, International Banking Administration, Bank of America N.T. & S.A., will be discussion leader.

Panelists include Herbert G. Bull, Assistant Manager of Foreign Products, California Packing Corporation; James P. Wilson, Executive Secretary of the SFAWTA and Manager of the Chamber World Trade Department; Dr. Thomas R. Wilson, Co-Director, School of World Business, S.F. State; and Henry H. Keith, Assistant Manager, Chamber World Trade Department.

Nathan Most, Executive Vice President, Getz Bros. & Co., will be the discussion leader at the third and last session, Tuesday, December 1.



Nathan Most

China Policy Talk Scheduled

Dr. Paul S. Dull, University of Oregon Professor of Political Science and Oriental Studies, will defend the U. S. China policy Tuesday noon at a luncheon of the World Trade Association of the Chamber in the Hunt Room of the Fairmont Hotel. His talk will be in rebuttal to the views recently expressed by Congressman Charles Porter, also of Oregon.

Speakers will include Joseph J. Hyde, C.P.A., Lybrand, Ross Bros. & Montgomery; Bruce W. Walker, Assistant Executive Officer, California Franchise Board; Charles R. Lees, C.P.A., Peat, Marwick, Mitchell & Co.; and Walter M. Baird, C.P.A., Price Waterhouse & Co.

Panelists will include Michael A. Amorose, C.P.A., Supervising Tax Accountant, Honolulu Oil Corporation; Luther J. Avery, Attorney, Bancroft, Avery and McAlister; and Robert L. Jessee, C.P.A., Lybrand, Ross Bros. & Montgomery.

The conference, starting at 10 a.m., will include morning and afternoon sessions, with luncheon in the Rose Room. Hart H. Spiegle, Chief Counsel, Internal Revenue Service, Washington, D. C., will be the luncheon speaker.

Reservations can be made by addressing the Public Affairs Department of the Chamber, 333 Pine Street, or telephoning EXbrook 2-4511, Extension 58. Registration is \$6.00, including lunch.

"Science Can Develop Energy Needed for All Mankind"

"There are on the scientific horizons adequate means for developing all of the energy mankind will ever be able to use," Dr. Glenn T. Seaborg, Chancellor of the Berkeley campus of the University of California and a Nobel Laureate in chemistry, said at a recent meeting commemorating the 100th anniversary of the birth of the American petroleum industry. The event was sponsored by the Chamber and the Commercial Club.

"Present energy resources will be the backbone of industrial society for decades to come," said Dr. Seaborg, co-discoverer of plutonium and uranium 233.

"We can expect increasing demands on conventional energy materials.



A REAL "RIGGING"—Norway's sons of the sea climb the rigging of the CHRISTIAN RADICH, sailing ship featured in Louis de Rochemont's Cinema production, WINDJAMMER—currently being shown at the Orpheum Theatre. The film spectacular had its gala premiere Tuesday, preceded by a Chamber co-sponsored dinner at the Press & Union League Club. Premiere proceeds went to the Press Club's Junior Scholarship and Professional Journalism Awards funds.

San Francisco Film Festival Ends Run

"The Mouse That Roared"—hilarious British satire—will be shown Tuesday at the Metro Theatre, Union near Webster Street, as a climax to the two-week International Film Festival.

Released by Columbia Pictures and produced by Walter Shenson, the showing of the film will be followed by an Awards Ball at the Sheraton-Palace Hotel Garden Court, sponsored by the American Association for the United Nations. Judges include Barnaby Conrad, famed local author; Edward Dmytryk, Hollywood director; and John McCarten, critic of the *New Yorker*.

The Festival, in its third year, is sponsored by the Art Commission, headed by Harold Zellerbach, with the cooperation of the Chamber. Executive director and founder of the film fete is Irving M. Levin, San Francisco Theatres, Inc.

Passing of Leland Cutler, Ex-Chamber President, Mourned by Business Leaders

Civic and business leaders this week mourned the passing of Leland W. Cutler, President of the Chamber for three terms and prime force behind many of San Francisco's most ambitious projects during the past half-century.

Cutler, 75, died last week at the San Francisco Stanford Hospital of a heart ailment.

Cutler was a guiding influence in the Bay Area, from the Panama Pacific International Exposition of 1915 to the building of Treasure Island, the Golden Gate and Bay Bridges and the World Trade Center.

In his autobiography, "America is Good to a Country Boy," he recalled his early years in Colusa (where he was born), and Irving-

ton. He graduated from Stanford University in 1906 and became city editor of the SANTA CRUZ SENTINEL. In 1908 he joined the insurance firm of Robertson, Spengler and Lloyd as a salesman. In 1920 he joined the Fidelity & Deposit Co., a Maryland firm, and rose to be a vice president and director.

Cutler also served as a trustee of Stanford University for more than 35 years and as President of the Board for 12 consecutive terms. He was elected President of the Chamber three times in a row and headed the Community Chest campaign twice. He served on virtually every city commission—the Park Commission for eight years, the Library Commission, as president, and the Art Commission.

As President of the Chamber he played a

key role in pushing through the Sunnyvale Dirigible Base (now Moffett Naval Air Station) and a State appropriation to build the Cow Palace. He was a leader in the fight for the Bay Bridge as early as 1927. In 1937, he was elected President of the World Trade Center, Inc., a nonprofit corporation organized by Chamber leaders. When the State created the World Trade Center Authority 10 years later, he was made its Chairman.

Only a few weeks ago, he gave a tape-recorded interview to Michel Lipman, co-author of a volume on the Chamber, with James D. Warnock, Manager of the Chamber Publicity Department, to be issued as one of a series in the Library of Western Industry (Filmer Publications).

Hitting the High Spots

with JIM WARNOCK

MEMBERS OF THE CHAMBER'S Inter-City Section, Irving W. Danielson, Vice President, Bank of California N. A., Chairman, toured the San Joaquin Valley Tuesday and Wednesday with stops at Visalia, Tulare, Lemoore, Hanford and Kingsburg. Making the trip were Emmett Fitzpatrick, Assistant General Public Relations Manager of Southern Pacific Company; Milton Jellins, Promotional Director, Sutro & Co.; Arthur P. McArthur, General Manager, Architectural Division, No. Calif., Gladding, McBean & Co.; Dave O'Berry, Dave O'Berry Advertisers of South San Francisco; Robert Snider, Sales Manager, St. Francis Hotel; Bud Swensen, Account Executive, United Air Lines; and Sid Keil, Manager of the Domestic Trade Department. . . .

AMERICAN COUNCIL OF INDEPENDENT LABORATORIES annual convention at the Clift Hotel heard a welcoming address by Dan E. London, Acting President of the Chamber, and a speech by Dr. Ian Campbell, Director of the Division of Mines. The council is made up of 75 members with establishments throughout the U. S. and Canada. The host committee consisted of Frank Barley, American Spectrographic Laboratories; Hugo De Bussieres, Curtis & Tompkins, Ltd.; and Herbert D. Imrie, Abbot A. Hanks, Inc. . . .

SAN FRANCISCO EXAMINER has added a new motion picture film series to its public service for schools program. Each month the EXAMINER presents prints of the Screen News Digest films to schools in four Bay Area counties. Produced by Hearst Metrotone News, the sound films provide background and feature material helpful to high school teachers in explaining current events. Study guides accompany the films . . .

A SELECTION OF RARE WINE PRINTS covering five centuries is presently being shown at the California Palace of the Legion of Honor. The exhibition fills the Achenbach wing of the museum, is entitled "The Grape and Wine in Graphic Art," and is taken from the Paul Masson collection. . . .

WHAT WE KNOW TODAY ABOUT METAL CUTTING will be the subject of a seminar to be held at the Sheraton-Palace Hotel January 28 by the American Society of Tool Engineers. . . .

GEE AND DE HAVILAND, 70 Silverdale Close, Alderman's Green, Coventry, England, wish to contact American companies which desire to manufacture products in England. . . .

HOME HOSPITALITY FOR FOREIGN TRAINEES employed in local business firms is offered by volunteers of the International Hospitality Center. Personnel managers and executives are invited to call Mrs. Allyn G. Smith, Executive Director of the Center, YUkon 6-1388, to arrange for dinner invitations and hospitality with San Francisco families. . . .

FRED C. BOLER, Standard Oil Co. of California, has been elected president of the Building Owners and Managers Assn. of San Francisco, succeeding Dante P. Lembi. Other officers are Dr. Ferd W. Callison, vice president; William F. Morton, treasurer; and Elmer G. Johnson, re-elected as executive vice president and secretary of the association. . . .

SECRETARY OF DEFENSE Neil H. McElroy recently told a dinner of the United San Francisco Republican Party that there will be no general war so long as America stays prepared with powerful weapons systems. But, he added, if world peace is really to be secured, the nation must advance on such non-military fronts as education, economic development and raised living standards in underdeveloped areas. . . .

MORE THAN 500 TOP INTERNATIONAL airline executives attended a special National Turbine-Powered Air Transportation meeting at the Fairmont Hotel this week. . . .

ZULFIKAR ALI BHUTTO, Minister of Commerce of Pakistan, discussed his country's trade with the United States last Tuesday in the Fairmont Hotel under the sponsorship of the San Francisco World Trade Association of the Chamber. Bhutto, leader of the Pakistan delegation in the United Nations General Assembly Session, graduated from the University of California in 1950. . . .

LOCKHEED MISSILES AND SPACE DIVISION has announced transfer of all major functions of its three advanced satellite programs into its newly-activated \$8 million Satellite Production Building. Herschel J. Brown, Lockheed Vice President and the Division's General Manager, said that the huge 346,000 square foot building located on the front portion of its 645-acre site in Sunnyvale is the headquarters for the Discoverer, Midas and Samos satellite development . . .

ANNUAL NATIONAL CIVIL DEFENSE DAY will be observed Sunday, December 7, it has been announced by the Office of Civil and Defense Mobilization. Plans are being developed to point up the accomplishments of Civil Defense at the Federal, State and local levels . . .

AIRBORNE FREIGHT CORPORATION handled more than 25 million ton miles of air cargo throughout its system in the first six months of 1959, as opposed to 13 million ton miles for the first six months of 1958, it was announced by J. D. McPherson, President . . .

GEORGE E. KECK was elected Vice President-Maintenance for United Air Lines at the recent San Francisco meeting of the company's board of directors, according to W. A. Patterson, President. The board also appointed Percy A. Wood to Keck's former position as Assistant Vice President-Engineering and Maintenance. . . .

SKIPPER KENT'S now serves a South Sea Buffet at luncheon, noon to 2:30, Monday through Friday. . . .

HIGHLIGHTING LONDON WEEK, BOAC's Robert Trench-Thompson, Manager, USA, held the first meeting of all of the line's U. S. managers outside of New York on October 28 in the board room of the Chamber. . . .

DUDLEY S. BATES, New York Life Insurance Co. Regional Vice President, completed 45 years with his company on November 2 and was honored at a luncheon at the University Club. . . .

HEARINGS OPENED LAST WEEK on plans of Pacific Gas and Electric Co. to build an atomic plant at Eureka that may produce America's first economically competitive atomic electric power. The \$20 million facility would be erected adjacent to PG&E's gas- and oil-fueled Humboldt Bay Power Plant at Buhne Point. . . .

ASIA AS A CURRENT AND FUTURE MARKET for farm machinery and equipment is the subject of a new Department of Commerce publication, "World Survey of Agricultural Machinery and Equipment—Asia." Although agricultural mechanization in Asia is limited at present, it is growing much more rapidly than the world average and will be a most important market in the future. . . .

EDWIN H. ROBERTS is the newly-appointed Circulation Manager of the SAN FRANCISCO EXAMINER, according to Charles Mayer, Publisher. . . .

RICHARD H. DILLON, SUTRO LIBRARIAN, and author of the recently published EMBARCADERO, has been commissioned by Filmer Publishing Co., San Francisco, to write the story of Levi Strauss & Co. This will be another component volume in the Library of Western Industry. First two books in the series, published this year, are LINE HAUL (the story of Pacific Intermountain Express) by Samuel W. Taylor, and GIFT OF THE GRAPE (based on Paul Masson Vineyards) by Lloyd Eric Reeve and Alice Means Reeve, prominent UC writers and educators. . . .

LEWIS W. ROE has been appointed Comptroller for Columbia-Geneva Division of United States Steel, succeeding James E. Butler, whose long accounting career ended this week. . . .

APPOINTMENT OF CLAY BERNARD, former Director of the Chamber and veteran San Francisco



Clay Bernard

public relations and sales executive, as assistant to the Western Air Lines Vice President-Administration has been announced by Terrell C. Drinkwater, WAL President. Bernard, who has served in the transportation industry for 43 years, will be stationed in San Francisco as the airline's representative for public relations, governmental affairs and community service matters. . . .

GEORGE M. TURNER has been appointed Sales Manager for Orient & Pacific Lines Agency, Inc. He was formerly Executive Director of the Pacific Area Travel Association, a position he has occupied since 1957. . . .

PAN AMERICAN AIRWAYS will soon begin operation of three all-cargo flights weekly between San Francisco and Tokyo. The flights will make available space for 26 additional tons weekly in both directions across the Pacific. . . .

WESTERN ELECTRONIC MANUFACTURERS Association has added Lawrence Priddy, Jr., to its executive staff, John A. Chartz, association president, has announced. Priddy was formerly public relations manager of Tidewater Oil Company with headquarters in San Francisco. . . .

SAN FRANCISCO'S TAX RATE of \$8.09 is on the median line among ten large California cities, according to the San Francisco Bureau of Governmental Research. Highest is Oakland (\$9.69), followed by Fresno (\$8.69), Berkeley (\$8.32), and Los Angeles (\$8.09 plus). Lower than San Francisco are San Jose (\$8.02), Sacramento (\$7.69), Long Beach (\$7.67), Pasadena (\$7.45), and San Diego (\$6.95). San Francisco, Oakland, Berkeley, Los Angeles, and Pasadena have all had increases this year. Principal causes in most cases were increases in compensation and school support. . . .

TWENTY-ONE BAY AREA FIRMS are among 24 companies and research centers sharing \$4.3 million in new defense business awarded in the first quarter of fiscal year 1960, according to Col. L. H. Harrison, San Francisco Ordnance District commander. Firms in the Bay Area will produce some 98 per cent of the contracted items for various military agencies. Administrative work will be handled from District headquarters, 1515 Clay St., Oakland. . . .

THE SKATING CLUB OF SAN FRANCISCO has started its fall and winter season at Sutro's rink at the Beach. Those interested in ice skating and dancing may contact Miss Barbara Schieck, 166 Meadowbrook Drive, San Francisco. . . .

UNITED-CARR FASTENER CORP. officials recently completed a tour of their West Coast operations. Ten per cent of sales are made in California, where the market has grown tremendously because of the electronics field. Expansion of western operations is planned for the future, according to Sinclair Weeks, Chairman of the Executive Committee and former Secretary of Commerce. . . .

KRON-TV'S TENTH BIRTHDAY was observed on November 15, marking a growth of telecasting hours from 20 to 135 a week and of area television sets from 19,750 to 1,414,000. . . .

DECEMBER ISSUE OF HOLIDAY features an article of local interest, "The Cultured Coast of Monterey." . . .

NEW 100,000 SQUARE FOOT zone office and master warehouse for the B. F. Goodrich Company will be constructed in the Crocker Industrial Park adjoining San Francisco, according to company officials. Increased warehouse capacity, installation of modern warehousing and product handling equipment, and faster service for customers will be provided in the new location, according to J. W. Keener, company president. . . .

Congressman Lesinski Asks Aid in War on Governmental Red Tape

Does the necessity of making complicated governmental statistical reports adversely affect the conduct of your business?

Do you feel that the time, trouble and extra expense involved in making such reports unnecessarily harasses your business?

If so, Congressman John Lesinski, Chairman of the House Subcommittee on Census and Government Statistics, wants to hear from you.

Congressman Lesinski, alert to the countless complaints made all over the nation by corporation executives, urges all businessmen to express themselves on the subject. Cards and letters should be addressed to:

Congressman John Lesinski, Chairman, Subcommittee on Census and Government Statistics, 215 House Office Building, Washington, D. C.

Fresno "Agribusiness" Committee to Visit Here During Farm-City Week

Farm-City Week will be celebrated by the Chamber Agricultural Committee at a luncheon in the Terrace Room of the Fairmont Hotel Monday noon, November 23, according to Jack T. Pickett, Chairman.

Special participants include members of the Agribusiness Committee of the Fresno County-City Chamber. The Fresno delegation will be headed by Ed Streit, Chairman. Panel moderator will be Ray C. Crouch, County Farm Advisor. Serving with him will be David Verue, Cotton Processor; Dr. Guy F. MacLeod, Vice President, Sunland Industries, Inc.; Leonard LeBlanc, Sanger vineyardist; and Ed Soderberg, Director of Public Relations, Fresno CCC of C.

"This hard-hitting team has played to standing-room-only audiences in various cities throughout the State," according to Pickett. "The panelists take the seemingly dull subject of 'agribusiness' and whip it into top-quality entertainment. The effect is electrifying and the message significant."

Chamber Intercity Section members have been invited to participate, according to Randle P. Shields, Manager of the Chamber Agricultural Department.

The meeting is open to all Chamber members.

Chamber Director Heads U. S. Steel Corporation

Leslie B. Worthington, Chamber Director and President of Columbia-Geneva Division of U. S. Steel, has been elected President of the United States Steel Corporation.

Succeeding Worthington as President of the Columbia-Geneva Division, with headquarters in the Equitable Building in San Francisco, will be Joseph D. McCall, a native Californian.

As President of U. S. Steel, Worthington will act as the corporation's Chief Administrative Officer, Chairman of the Operations Policy Committee in Pittsburgh, Pa., and Chairman of its Executive Committee.

Worthington, who presently resides at the Park Lane Apartments, 1100 Sacramento Street, San Francisco, has headed Columbia-Geneva since January, 1957. After graduating from the University of Illinois in 1923, he began his career with U. S. Steel as a sales apprentice at Carnegie-Illinois Steel Corporation in Chicago.

During his stay in the Bay Area, Worthington has been active in many civic and business organizations. He is a Director of the Stanford Research Institute, the State Chamber and

the United Bay Area's San Francisco Crusade.

McCall, 48, has been Vice President-Operations of Columbia-Geneva, a post to which he was appointed in 1957. Prior to that, he served for two years as the Division's General Manager of Operations.

Born in Stockton, McCall received his early education there and was graduated from Stanford University with an A.B. degree in mechanical engineering and an M.B.A. degree from Stanford's Graduate School of Business.

After starting his business career in Oakland, Calif., he joined Columbia Steel Company, then a U. S. Steel subsidiary, in 1936 as an engineer and statistician at its Pittsburg Works. He later was promoted to Assistant Industrial Engineer and, in 1938, was named the plant's Works Industrial Engineer.

From 1940 to 1942, Mr. McCall served as Assistant General Superintendent at Columbia Steel's Torrance Works. Returning to Pittsburg Works as Assistant General Superintendent in 1942, he became General Superintendent there in 1947. He was appointed Assistant General Manager-Operations of the Columbia-Geneva Division in 1954.

Chamber Calendar

November 20—SFAWTA LUNCHEON—Nob Hill Room, Fairmont Hotel, 12 noon. Dr. Riccardo Gori Montanelli, Director of the Foreign Investments Office of the Italian Embassy in Washington, D. C., will speak on "The Investment Climate and the Current Economic Situation in Italy."

November 23—FARM-CITY WEEK LUNCHEON—Terrace Room, Fairmont Hotel, 12 noon. Featuring Agri-Business Panel from Fresno.

November 23—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

November 23—SFAWTA POLICY COMMITTEE—Empire Room, Fairmont Hotel, 12 noon.

November 24—INDUSTRIAL DEVELOPMENT CLUB LUNCHEON—Commercial Club, 12:15 p.m.

November 24—SFAWTA LUNCHEON—Hunt Room, Fairmont Hotel, 12 noon. Dr. Paul S. Dull, Professor, University of Oregon, on "In Defense of Our China Policy."

November 30—ACTION COURSE IN PRACTICAL POLITICS—Room 200, Chamber, 10:30-12 (enrollees only).

November 30—SFAWTA LUNCHEON—San Francisco Room, Fairmont Hotel, 12 noon. Speaker: Eric Wyndham White, Executive Secretary, General Agreement on Tariffs and Trade.

December 2—INDUSTRIAL DEVELOPMENT COMMITTEE—Commercial Club, 12:15 p.m.

December 3—1959 INCOME TAX CONFERENCE—Gold Ball Room, Sheraton-Palace Hotel, 10 a.m. to 3:30 p.m.

December 3—1959 INCOME TAX CONFERENCE LUNCHEON—Rose Room, Sheraton-Palace Hotel, 12:15 p.m. Address by Hart H. Spiegel, Chief Counsel, Internal Revenue Service, Washington, D. C.

Retention of Tax Depletion Allowance for Mining and Petroleum Industries Urged

The maximum depletion allowance of 27½ per cent in federal income tax laws for mining and petroleum industries should stand, according to Jack H. How, President of the Chamber.

How's statement was backed by the Chamber Board of Directors after study by the Chamber Mining Committee, S. H. Williston, Vice President of Cordero Mining Company, Chairman.

"The original action of the Chamber was taken by the board in March, 1950 and reaffirmed in April, 1951—a time when Congress was considering a depletion allowance of 15 per cent." How, also President of Western Machinery Co., said.

Shipbuilding Conference Set

Marshalling forces to combat Eastern interests who would rescind the six per cent ship construction differential enjoyed by the West Coast, local shipbuilders will hold a Western States Shipbuilding Conference in the Fairmont Hotel December 2, 3 and 4.

Members of the Chamber Shipbuilding and Ship Repair Committee, George F. Hansen, Vice President-Secretary, Matson Navigation Co., Chairman, will attend.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President
C. L. FOX, General Manager
M. A. HOGAN, Secretary
JAMES D. WARNOCK, Executive Editor
JOSEPH I. HAUGHEY, Editor

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Circulation: 7,500



Nine New Members of Chamber Board of Directors Named



William A. Carroll



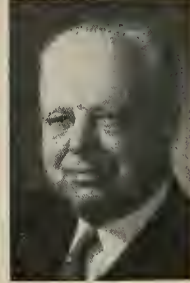
Lester L. Goodman



Harry A. Lee



B. W. Pickard



Leo E. Sievert



Eric Sutcliffe



Ralph J. Wrenn

Democratic, Republican Chieftains to Sit in On Political Seminar

Enrollees in the Chamber Practical Politics Program course will hear Emmet Hagerty, Chairman of the San Francisco Democratic County Committee, and Robert H. Steele, Chairman of the Republican County Central Committee of San Francisco, describe the mechanics of political organization Monday (December 7) in Room 200 of the Chamber.

Chamber General Manager G. L. Fox will act as moderator.

This will be the final session of the current workshop on practical politics although interest has been so high that another such course is being planned for early next year, according to Clarence C. Walker, Regional Vice President of General Electric and Chairman of the Practical Politics Program Committee of the Chamber.

The Golden Gate entrance is 1 1/8 miles wide, and 63 fathoms deep, has a minimum depth in the entrance channel sufficient to accommodate the largest vessels afloat at any hour of the day.

Plans for Redevelopment Areas Aired by Herman

M. Justin Herman, Executive Director of the San Francisco Redevelopment Agency, led a discussion on progress in the city's redevelopment areas at a recent meeting of the Capital Improvement & Land Use Section of the Civic Development Committee at the Chamber.

Present were Raymond D. Smith, Chairman; Milton Estrin, Oscar H. Fisher, Jr., J. F. Garriott, Kamini Gupta, Mary Hall, Paul Hardman, Carl N. Homer, Irving Irelan, George Raad, Bennett L. Raffin, Lou Turner, Kirk Whitehead, H. V. Starr, Al Lera and Timothy J. Adams (SAN FRANCISCO EXAMINER).

Areas discussed were Diamond Heights, the Western Addition, the Ferry Building Park and the Golden Gateway.

Herman stated that acquisition of property in the Diamond Heights area is expected to be completed by Christmas. Sites for sale will be prepared by February 1 (properties will be

Nine San Francisco executives have been elected new directors of the Chamber for 1960, twenty-two directors having been re-elected, according to G. L. Fox, General Manager. The new directors are William A. Carroll, attorney and 1959 President of the Junior Chamber of Commerce; Lester L. Goodman, President, Getz Brothers & Co.; Robert M. Haynie, Haas & Haynie; Harry A. Lee, Vice President and Pacific Area Manager, J. Walter Thompson Co.; James L. Murphy, resident partner of Reynolds & Co.;

B. W. Pickard, Vice President-Marketing, Standard Oil Company of California, Western Operations, Inc.; Leo E. Sievert, Executive Representative of the President, Atchison, Topeka & Santa Fe Railway Co.; Eric Sutcliffe, Orrick, Dahlquist, Herrington & Sutcliffe; and Ralph J. Wrenn, President, Stecher-Traung Lithograph Corp.

Re-elected for annual terms on the board were B. F. Biaggini, Jr., Vice President, Executive Department, Southern Pacific Co.; E. W. Carey, Vice President, Marketing, Fibreboard Paper Products Corp.; Earle C. Dahlem, President-General Manager, Wm. L. Hughson Co.; George M. Dean, Vice President and General Manager, Pacific Telephone & Telegraph Co.;

O. R. Doerr, Vice President in Charge of Sales, Pacific Gas & Electric Co.; F. Paschal Gallot, Vice President, Crocker-Anglo National Bank; Frank P. Gomez, Industrial Realtor;

Charles T. Gray, President, American Forest Products Corp.; George F. Hansen, Vice President-Secretary, Matson Navigation Co.; F. S. Hirschler, President, Emporium Capwell Co.;

Willis M. Holtum, Manager, Western Division, City Mortgage Department, Equitable Life Assurance Society of U.S.; George Killion, President, American President Lines; Dan E. London, Managing Director, St. Francis Hotel; James H. Marshall, Executive Vice President, California & Hawaiian Sugar Refining Corp.; Stuart D. Menist, Vice President, Fireman's Fund Insurance Co.;

Robert B. Murray, Jr., Executive Vice President, Pacific-Alaska Division, Pan American World Airways; Jack T. Pickett, Editor, CALIFORNIA FARMER; Quentin Reynolds, Division Manager, Safeway Stores; G. J. Ticoulat, Senior Vice President, Crown Zellerbach Corp.; Clarence C. Walker, Regional Vice President, General Electric Co.; W. E. Waste, Executive Vice President, Bechtel Corp.; and Leslie B. Worthington, President, U. S. Steel Corp.

The directors were elected by a vote of the Chamber membership. Chamber officers for 1960 will be elected by the directors at a meeting December 8.

Anti-Communism Address

Dr. Fred C. Schwarz of Sydney, Aus., Executive Director of the Anti-Communism Crusade, will address Chamber Legislative and National Affairs Section members on "Problems of the International Communist Conspiracy" next Friday (December 11) in Room 200 of the Chamber, according to Frederick H. Hawkins of Pillsbury, Madison and Sutro, Chairman.

San Francisco's famed Union Square is constructed on land given to the city by its first postmaster, John W. Geary (later a general in the Union Army).

Construction Permit Valuation Soars as S. F. Business Activity Hits New Heights

With October construction value more than doubling the same month last year, San Francisco business activity hit record heights for the period, according to the Chamber Research Department.

The Chamber business index exceeded 170 for the second straight month with a figure of 171.3, highest for any single month with the exception of the month of December for the past three years. The index of 163.3 for the first 10 months eclipsed last year's similar period by 6.5 per cent.

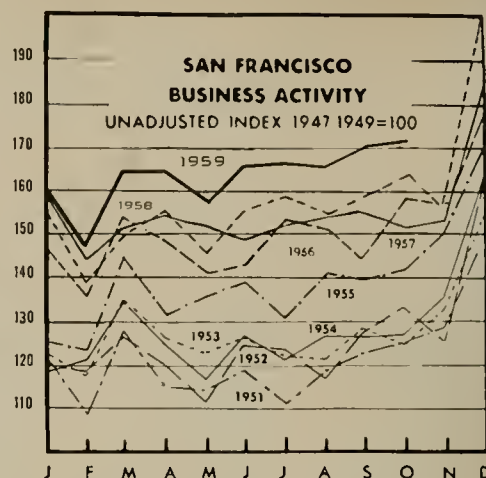
Construction permit value for October, totaling \$10,627,332, rose 164.3 per cent over the same month last year. The 10-month valuation of \$87,511,893 was up 23.4 per cent above last year's similar period.

Dwelling unit permits, numbering 485 for October, showed a gain of 239.2 per cent over October of 1958—the highest total in the past three years of record construction in San Francisco. There were 2,626 dwelling unit permits for the 10 months—a rise of 45.1 per cent over the same period last year—including the

Comstock Apartments, Clay and Jones Streets, and the 194-unit Ping Yuen housing project, Broadway near Stockton Street.

Dwelling units authorized for the first 10 months in the nine-county San Francisco Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Santa Clara, Solano and Sonoma) totaled 43,711, a rise of 27.4 per cent.

In the six-county San Francisco-Oakland Metropolitan Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano) 1,120,300 persons were employed during October—the sixth successive month employment



has exceeded 1.1 million in the area. All categories except agriculture and the manufacturing industry registered gains in the number of employed. Unemployment decreased 24.7 per cent from October 1958 to the lowest point since October 1957. The 36,700 out of work represented but 3.1 per cent of the labor force.

Agriculture employed 13.2 per cent fewer workers than in the previous October, while manufacturing dipped 1.2 per cent for the same period.

In the field of finance, bank debits totaled more than \$44 billion for the first 10 months—a gain of 8.1 per cent over last year's cumulative period.

Pacific Coast Stock Exchange shares traded during the 10 months numbered 40,118,404, a rise of 26.3 per cent, despite an October decline of 35.9 per cent from October 1958. Commercial failures totaled 108 in the first 10 months for a gain of 11.3 per cent, and included 16 for October, a 45.5 per cent gain and high compared to monthly figures in recent years. Postal receipts were up 12.8 per cent for the year to date although lower by 2.4 per cent for the month of October.

In transportation, truck movements over the Golden Gate and Bay Bridges jumped four per cent over September, surpassing last October's high monthly index for 1958 by 5.8 per cent.

Airport traffic again increased over the previous October and for the 10 month period. Planes in-and-out rose 9.1 and 7.5 per cent, respectively; passengers off and on 19.4 and 14.3 per cent; and airmail loaded and unloaded 3.9 and 12.2 per cent. Gains also were impressive in air express and air freight loaded and unloaded.

Revenue tonnage for the Port of San Francisco was off 25.5 per cent in October and 9.1 per cent for the cumulative period.

Gas, electricity and water sales for October were above the same month last year, with water consumption gaining 1.0% for industrial and 8.3% for residential usage because of the prolonged dry season.

Newcomer and visitor inquiries received by the Chamber's Research Department—which usually decline in October—showed a gain of 44.2 per cent for the month. The 10-month total of 19,689 (a rise of 20.9 per cent) topped any FULL year in the history of the Chamber.

More than 10,000 Western and transcontinental trucking firms bring cargo to and from the Port of San Francisco.

Business Activity Through October, 1959

BRANCH OF ACTIVITY	OCTOBER 1959	% from 1958	10 MOS. 1959	% from 1958
*GENERAL BUSINESS ACTIVITY INDEX.....	171.3	5.0	163.3	6.5
CONSTRUCTION PERMITS.....Total Number	925	—18.1	9,208	—5.5
Residential, New.....Value	10,627,332	164.3	87,511,893	23.4
Dwelling Units.....Number	8,220,116	381.2	31,439,641	12.9
Single-family units, New.....Value	485	239.2	2,626	45.1
Non-residential, New.....Number	53	—30.3	619	—13.3
Additions, Alterations and Repairs.....Value	699,400	50.2	34,047,613	42.9
Nine County dwelling units authorized.....Value	1,707,816	—7.5	22,024,439	14.4
REAL ESTATE—Deeds Recorded.....Number	4,290	6.3	43,711	27.4
*RETAIL DEPARTMENT STORE SALES.....Index	1,332	—16.0	15,003	4.6
FINANCE—Bank Debits.....\$	136	7.9	121	7.1
Postal Receipts.....\$	4,693,863	5.8	44,847,746	8.1
Pacific Coast Stock Exchange.....Shares Traded	3,145,196	—2.4	29,809,761	12.8
Market value \$	3,001,806	—35.9	40,118,404	26.3
COMMERCIAL FAILURES.....Number	76,166,349	—15.1	842,153,231	30.8
INDUSTRY TREND—6 County Total Employment.....	16	45.5	108	11.3
Manufacturing Average Weekly Earnings.....(earnings) \$	1,120,300(p)	1.6	1,105,080(p)	2.6
Construction, contract.....(employment) \$	106.13(a)	4.3	105.41(b)	6.7
Finance, insurance, real estate.....	201,700(p)	—1.2	204,610(p)	2.5
Retail trade.....	75,800(p)	4.0	71,700(p)	6.3
Wholesale trade.....	70,900(p)	3.4	69,770(p)	2.3
Service.....	174,700(p)	4.1	171,090(p)	4.3
Transportation, comm., and utilities.....	78,800(p)	0.6	78,440(p)	0.8
Agriculture.....	189,600(p)	2.7	186,370(p)	2.2
Government—Federal, state, city.....	110,500(p)	1.8	108,510(p)	0.6
Other.....	20,400(p)	—13.2	19,410(p)	0.0
Unemployment.....Number	193,900(p)	2.0	191,470(p)	2.7
% of Labor Force	4,000(p)	—24.7	3,620(p)	—27.0
TRANSPORTATION—Freight car movement.....Number	12,580	—13.3	122,958	0.2
San Francisco Airport—Planes In and Out.....Number	12,055(a)	9.1	102,630(b)	7.5
Passengers Off and On.....Number	430,953(a)	19.4	3,096,999(b)	14.3
Air Mail Loaded and Unloaded.....Lbs.	3,353,485(a)	3.9	31,820,376(b)	12.2
Air Express Loaded and Unloaded.....Lbs.	812,265(a)	16.5	6,428,824(b)	8.4
Air Freight Loaded and Unloaded.....Lbs.	9,411,582(a)	4.1	73,362,540(b)	19.1
Air Express Shipments.....Number	17,032	9.3	159,888	15.0
Rail Express Shipments.....Number	65,621	—14.2	626,422	—8.9
*Truck Movements—San Francisco Area.....Index	185.0	0.4	173.4	5.8
Out of State passenger car entries into No. Calif.....Number	69,908	1.0	828,436	6.9
Number of Passengers	164,312	0.8	2,169,071	7.8
PORT OF SAN FRANCISCO—Revenue Tons.....Total	378,267	—25.5	4,281,268	—9.1
Coastwise.....Revenue tons	23,806	243.0	198,452	195.6
Intercoastal.....	18,162	—37.5	278,877	—7.4
Inland Waterway.....	99,965	—44.3	1,329,338	—22.1
Foreign.....	236,334	—19.2	2,474,601	—6.1
CARGO VESSELS (San Francisco Bay)				
Arrivals.....Number	403	—0.1	4,066	3.2
Millions of Registered Tons.....	2,030,962	2.1	20,476,963	7.7
Departures.....Number	403	0.1	4,060	3.7
Millions of Registered Tons.....	2,016,852	1.0	19,347,152	1.9
UTILITIES—Industrial and Commercial Gas Sales.....millions of Cu. Ft.	1050.2	2.1	1282.8	—1.9
*Elec. Energy Sales, K.W. Hrs.....Index	156.1	4.8	155.75	2.7
Water Consumption—Commercial and Industrial.....millions of Cu. Ft.	175.21	1.0	1703.65	4.3
NEW DEVELOPMENTS				
Visitor and Newcomer Inquiries.....Number	1,237	44.2	19,689	20.9
Bay Bridge Vehicle Crossings.....Number	3,322,431	4.5	31,697,551	5.2
Golden Gate Bridge Vehicle Crossings.....Number	1,531,780	8.2	15,337,376	8.1
FRUITS & VEGETABLE RECEIPTS.....Carlots	3,833	—6.2	40,998	4.0
LIVESTOCK SLAUGHTER (Insp. Dists.).....Thousands of Heads	81(a)	—21.4	933(b)	4.4
*S. F. CONSUMER PRICE INDEX—All Items.....	130.8(c)	1.9	127.7(c)	1.6

*Index Base, (1947-1949 Monthly Average = 100); (a) September, (b) 9 months, (c) quarter ending September 30th, (p) preliminary. Basic data sources not shown due to space limitation, but available upon request.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting the High Spots

with JIM WARNOCK



SANDRA LEE JENNINGS, 19, of Riverside, Maid of Cotton for 1960, began a tour of California this week in San Francisco (fittingly enough). In her visit here Monday she presented Alfonso Zirpoli, Supervisor of the City and County of San Francisco, with a memento of the state's cotton industry. Later in the day she was a guest of the Port of San Francisco during a luncheon at the Sheraton-Palace Hotel where she also greeted heads of cotton shipping industries and major cotton-carrying steamship lines. After stops in Bakersfield and Los Angeles, California's Maid of Cotton will travel to Memphis, Tenn., to compete for the title of National Maid of Cotton at the end of this month. California's cotton production this year will

amount to 1,900,000 bales. . . .

1,150 LITHOGRAPHERS ON STRIKE against 15 San Francisco plants are the highest paid lithography workers in the nation and probably the world, the Graphic Arts Employers Assn. said this week. The striking union, Local 17, Amalgamated Lithographers of America, has closed down a segment of an industry in San Francisco representing capital investments in the city of more than \$50 million and annual payrolls of approximately \$6 million, declared Wyne C. Wade, Executive Secretary of the association. . . .

TWO COMMENTATORS OF CANADIAN BROADCASTING SYSTEM were recently given a guided tour of the Golden Gate Bridge, the BALCLUTHA and the California Street Cable Car line by Nancy Henry, Information Supervisor of the Chamber, and John Pettit, Manager of Yellow Cab Co. They were Anthony Thomas and Gerald Pratley. Tapes made during the tour will be broadcast throughout Canada. . . .

MEMBERS OF THE CHAMBER Shipbuilding and Ship Repair Committee participated in the Western States Shipbuilding Conference in the Fairmont Hotel December 3 and 4, according to George F. Hansen, Chairman of the Committee and Vice President-Secretary of Matson Navigation Company. Jeremy M. Ets-Hokin, Chairman of the Governor's Shipbuilding Committee and a member of the Chamber Committee, was the Organizing Chairman of the Conference. . . .

S. F. BAY AREA PUBLICITY CLUB will feature a panel discussion on the Sunday editor at its December 9 dinner meeting at the Nikko Restaurant. Panelists will include three metropolitan Sunday editors: Bill Hall, S. F. EXAMINER; Stanleigh Arnold, S. F. CHRONICLE; and Mort Cathro, OAKLAND TRIBUNE. George Learned, International Business Relations, will be moderator. . . .

WESTERN INDUSTRIAL RADIOISOTOPES CONFERENCE will be held February 3, 4, and 5 at the University of California Extension Center, 55 Laguna Street. It will be presented by the University of California and Stanford Research Institute in cooperation with the Office of Isotopes Development of the U. S. Atomic Energy Commission. . . .

JET ENGINE AUXILIARIES TESTING STATION is now under construction at San Francisco International Airport. The high temperature pneumatic facility, first of its kind on the Pacific Coast, was developed for United Air Lines by the West Coast

NEW MEMBERS OF THE CHAMBER



Charles B. Godfrey Dennis H. McCarthy Roy Wetmore Aldo P. Lera Joost Sluis, M.D.

New members recently added to the Chamber roster include (left to right):

Charles B. Godfrey, Manager, *Guardian Trust Deed Corporation*, 455 Post Street; Dennis H. McCarthy, Vice President and Director, *The First Boston Corporation*, 465 California Street; Roy Wetmore, Owner, *Roy Wetmore-Printer*, 636 Clay Street; Aldo P. Lera, Vice President and General Manager, *Lemoge Electric Co.*, 212 Clara Street; and Joost Sluis, M.D., 384 Post Street, Director, Northern California Chapter, *Christian Anti-Communism Crusade*.

Engineering Co., San Francisco consulting engineers. . . .

DONALD E. RICE has been appointed Vice President-Operations of Columbia-Genava Steel Division of U. S. Steel, according to L. J. Westhaver, Executive Vice President of the Division. . . .

MAN AND HIS ENVIRONMENT: THE AIR WE BREATHE, a symposium, will be presented under the combined auspices of the University of California School of Medicine and University Extension, Department of Continuing Education in Medicine and Health Sciences, and is made possible through the partial financial assistance of the Tobacco Industry Research Committee. It will take place on Saturday, January 16, at the University of California Medical Center, 2nd Avenue and Parnassus, San Francisco. . . .

HOW AND WHERE COMPANIES CAN SELL their research and development capabilities to the armed forces are described in a new 220 page book, *Defense R & D Contracts Guide*. The guide, which lists 228 military installation engaged in research and development, is the first of its kind ever published. . . .

THE NATION'S CHEMICAL ENGINEERS will be meeting in San Francisco during the week of December 6-12, when the American Institute of Chemical Engineers holds the first San Francisco annual meeting in its 51-year history. . . .

USING BOEING INTERCONTINENTAL CLIPPERS, Pan American Airways will inaugurate a weekly jet service to Australia on December 15, according to Axel Mikkelsen, San Francisco sales manager. Flying via Honolulu and Fiji, the giant jets will cut flight time between San Francisco and Sydney to approximately 16 hours, a reduction of more than 40 per cent from current schedules. . . .

ITALY'S "Il Generale della Rovere," the Roberto Rossellini film starring Vittorio DeSica, made a clean sweep of honors at the third annual San Francisco International Film Festival, winning five "Golden Gate Awards." . . .

CALIFORNIA HEALTH STUDIOS, using all of the latest equipment, has been opened at 48 Golden Gate Avenue by Bruce Bosley, 49'er offensive guard. . . .

MARDEN E. LEAVER, Publicity Manager for United Air Lines in Hawaii the past two years, has been named regional Publicity Manager in San Francisco. . . .

HART H. SPIEGEL, San Francisco tax attorney, made his first public address as Chief Counsel of the Internal Revenue Service of the United States yesterday noon at the San Francisco 1959 Income Tax Conference in the Sheraton-Palace Hotel, sponsored by the Chamber and the San Francisco chapter of the California Society of Certified Public Accountants. The tax session—its theme "Some Eighty-Billion-Dollar Questions"—was held from 10

a.m. until noon and 2 to 3:30 p.m. in the Gold Ball Room of the Sheraton-Palace Hotel. . . .

CRITIQUE ON TV NEWS FILM featuring Tom Franklin, Shell News, KGO-TV; Fort Pearson, Channel 5 News, KPIX; Bill Cothran, News Editor, KRON-TV; and Don Arlett, Public Relations Director, KTVU, representing Les Nichols, News Editor, took place at the November meeting of the S. F. Bay Area Publicity Club at Veneto's. Jack Fearn of John W. Fearn Associates was moderator. October speakers were Richard Lamb of BUSINESS WEEK, Bill Flynn of NEWSWEEK and Jim Truitt of TIME, with Jack Wain of International Business Relations, for a discussion of newsmagazine coverage at Bernstein's. . . .

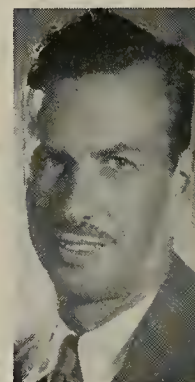
BOARDS OF DIRECTORS of the two oldest banks in the West, Wells Fargo Bank, established in 1852—two years after the Chamber—and American Trust Company, founded in 1854, have approved a basis for the merger of the two institutions. The proposal must be approved by the stockholders of the two banks and by State and Federal supervisory authorities. The merger will create the nation's eleventh largest bank and California's third largest. . . .

MERVYN C. NYSTROM has been named Vice President-Purchases and Store of Southern Pacific, it was announced by D. J. Russell, President. . . .

MAYOR GEORGE CHRISTOPHER, Commander of the Disaster Corps, has proclaimed December 7 National Civil Defense Day in San Francisco. "Peace Through Preparedness" is the theme of this year's event. . . .

NATIONWIDE MISS CHINATOWN, U.S.A. beauty contest will be held Saturday, January 30, in San Francisco. Pageant Chairman are Jack Wong Sing and Albert Lim. . . .

RAY STELLING of the Haight-Ashbury Merchants Association has been elected President of the San Francisco Council of District Merchants Associations for 1960. Other officials elected were: Fraser Reay, Portola District, First Vice President; Ruth Church Gupta, Marina, Second Vice President; Paul Gill, West Portal, Third Vice President; Mike Salerno, Irving Street, Secretary; Nick Mendes, Clement Street, Treasurer; William E. McMichael, Ocean-Ingliside, Sergeant-at-Arms; and Harold V. Starr, Retail Merchants Association (Chamber affiliate), Executive Secretary. Stelling is Assistant Manager of the Haight Branch of the First Western Bank and a past president of the Haight-Ashbury Merchants Association. The annual Installation Banquet and Dance will be held Saturday, January 30, 1960, at the Beef 'n Bird, 20 Tenth Street. . . .



Ray Stelling



BEAUTIFYING A NEW SAN FRANCISCO BEAUTY, the John Hancock Building at California and Battery, Jack H. How, President of the Chamber, this week officiated at the planting of four large sycamores on the new site. Assisting him was Gerald F. Firestone (left), Assistant Superintendent of Agencies, John Hancock. A long-range tree planting program is sponsored by the Chamber and the Street Tree Division of the Department of Public Works.

Neighborhoods Join Campaign to Enhance City by Tree Planting

The program to enhance San Francisco's beauty through the planting of more street trees, sponsored by the Chamber in cooperation with the Street Tree Division of the Department of Public Works, is gaining momentum throughout the city.

Neighbors in the 600 block of 3rd Avenue have banded together and by the end of next week will have planted 21 trees, at a complete cost to each householder of about \$25.

With the guidance of the Street Tree Division they chose Victorian Box and installed bricks around the trees. Mrs. C. Mullins, 614-3rd Avenue, is Acting Chairman of the neighborhood committee.

Members of the Marina Merchants Association completed arrangements to plant 100 Camphor trees along Chestnut Street between Fillmore and Broderick, with installation expected to be completed this Saturday at cost by a civic-minded florist, Satoru Iwamasa of Marina Florist, 2253 Chestnut. Expenses were prorated among Marina merchants.

"Street Tree Planting in San Francisco, a Guide for District Association and Household-ers" (a brochure published by the Chamber and its Publicity Department) can be obtained by contacting the Chamber Domestic Trade Department, 333 Pine Street, enclosing 10c in a self-addressed envelope.

Ex-Director Succumbs

Seward B. McNear, a Director and Vice President of the Chamber in 1914-15, succumbed last week at his home in Ross. McNear, 87, was a long-time Bay Area milling executive and financier. He was the last surviving son of George W. McNear, one of the original big West Coast grain shippers, known as the "Pacific Wheat King."



BORG WARNER CORPORATION'S recently completed Atkins Saw Division plant, including a new warehouse and new offices at 317 Carey Way, South San Francisco, is vigorously expanding its services to central and northern California and Nevada, according to Herbert G. White, Sales Manager and area representative of the company's headquarters.



"AGRIBUSINESS" AMBASSADOR Ed Streit (center), chairman of the Fresno County and City Chamber of Commerce agribusiness committee, led a team of five Fresnoans in explaining the meaning and workings of "agribusiness" in his community to a group of 100 San Francisco Chamber of Commerce members last week at the Fairmont Hotel. To the right is Jack H. How, President of the S. F. Chamber, and to the left is Jack T. Pickett, Chairman of the S. F. Chamber agricultural committee.

Handbook on Practical Politics Available in Quantity to Chamber Firms

Additional copies of the Election Handbook, published by the Practical Politics Program Committee of the Chamber, are now available to Chamber firm members and members at 3c per copy, according to Clarence C. Walker, Chairman and Regional Vice President of General Electric Company.

Chamber members may contact the Chamber's Public Affairs Department, EXbrook 2-4511, Extension 86.

A companion handbook, "You Are Needed in Politics," defining the whys and hows of political action, is in the process of being published, according to Walker, and also will be available at 3c per copy.

The California School of Fine Arts, founded in 1874, is the oldest art school in the West and one of the three oldest in the U. S.

Population of the nine-county San Francisco Bay Area is expected to approach 6,000,000 by 1980 and exceed 7,000,000 by 1990.

Chamber Calendar

December 7—**ACTION COURSE IN PRACTICAL POLITICS**—Room 200, Chamber, 10:30-12 (enrollees only).

December 9—**JOINT MEETING ON EFFECT OF FOREIGN IMPORTS**—Room 200, Chamber, 3 p.m.
December 10—**ARMED FORCES SUBCOMMITTEE**, Small Conference Room, Chamber, 11 a.m. Subject: Awakening local business concerns to responsibilities in civil defense.

December 11—**ANTI-COMMUNIST CRUSADE MEETING**—Room 200, Chamber, 11 a.m. Speaker: Fred C. Schwarz, M.D., Executive Director, Christian Anti-Communism Crusade.

December 11—**CANCOCCE CHRISTMAS PARTY**—Venetian Room, Fairmont Hotel, 12 noon.

December 11—**NORTHERN CALIFORNIA INDUSTRIAL MANAGERS**—Commercial Club, 4:30 p.m.
December 14—**ARMED FORCES SECTION**—North Room, Marines Memorial Club, Sutter and Mason, 12 noon.

December 15 — **AGRICULTURAL COMMITTEE**—Cirque Room, Fairmont Hotel, 12 noon.

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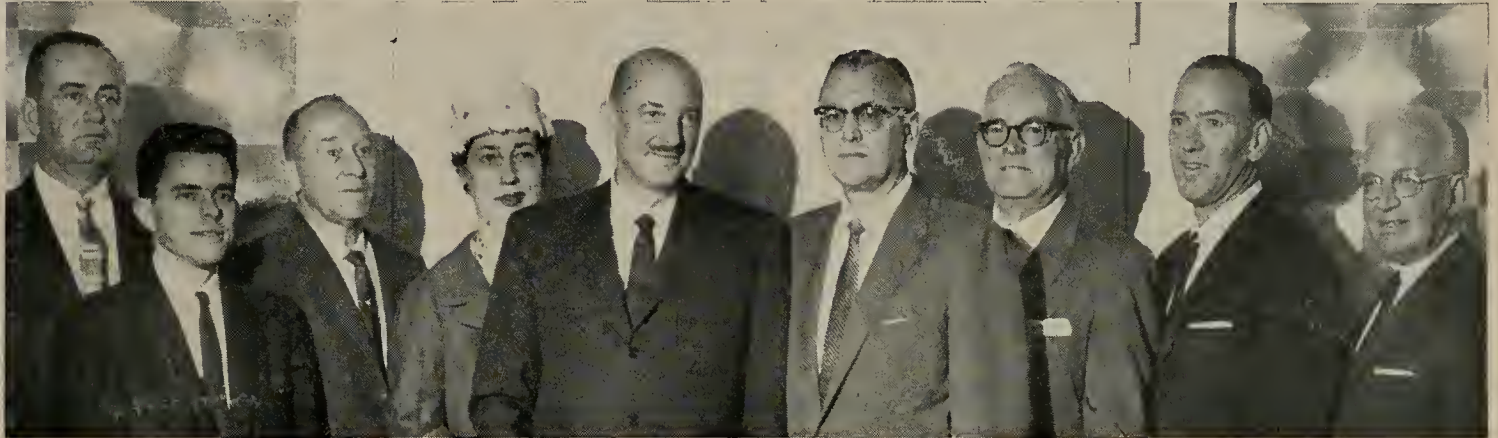
JOSEPH I. HAUCHEY, Editor

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DAN E. LONDON 1960 S. F. CHAMBER PRESIDENT



B. F. Biaggini, Jr.

O. R. (Rod) Doerr

Dan E. London

Willis M. Holtum

G. L. Fox

William A. Carroll

Marie Hogan

Jack H. How

George F. Hansen

Course in Practical Politics for Business Leaders Repeated by "Popular Demand"

A nine-week course in nonpartisan practical politics for local business leaders sponsored by the Chamber ended on a highly successful note last week, featuring talks on party structure and functions by the chairmen of both parties.

Speakers at the final session were Robert H. Steele, Chairman of the Republican County Central Committee of San Francisco, and Emmet Hagerty, Chairman of the San Francisco Democratic County Committee. G. L. Fox was moderator.

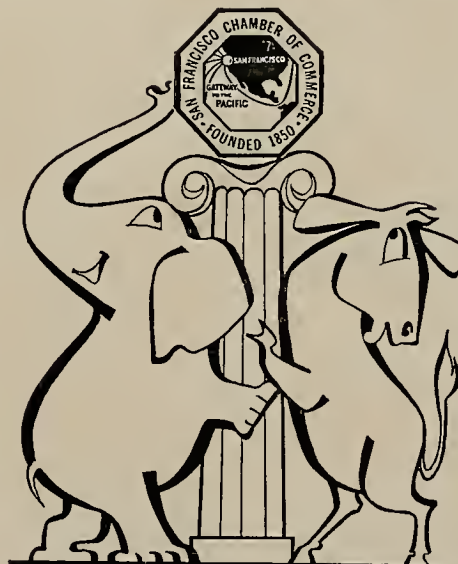
Sixteen executives completed the course. The majority of them will teach similar classes in their own firms and organizations, including other chambers of commerce in the Bay Area. A basic objective of the first course was the establishment of others throughout the area.

The course will be repeated "by popular demand" for a nine-week stretch each Monday beginning January 11 (excepting one session February 23 because of Washington's birthday).

Executives of Chamber firms are urged to contact Randle P. Shields, Manager of the Chamber Domestic Trade Department, and sign up soon because of a backlog of requests from many other executives wishing to participate in the course.

A. Ruric Todd, Specialist in the Tax Department of Pacific Gas & Electric, Co., will be discussion leader for the 1960 course.

C. C. Walker, Chamber Director and Regional Vice President of General Electric Corp., is Chairman of the Practical Politics Committee. In addition to sponsoring the course, which will be repeated at the Chamber whenever feasible, the committee has issued a political handbook. It will issue a guide to political action and other educational material to increase political participation by all citizens in the party of their choice. A speakers bureau is also being organized. Walker said.



PRACTICAL POLITICS PROGRAM

Far East Talk Slated

Jack H. How, President of the Chamber and President of Western Machinery Company, and Lester B. Goodman, San Francisco-Osaka Town Affiliation Committee Chairman and President of Getz Bros., will describe their recent Far East tour during a luncheon of the San Francisco Area World Trade Association Wednesday noon, December 30, in the Venetian Room of the Fairmont Hotel.

Seven Other Officials Named to Head Chamber Activities for Coming Year

Dan E. London, Managing director of the St. Francis Hotel and Vice President of Western Hotels, Inc., was elected 1960 president of the Chamber of Commerce at a recent breakfast meeting of the 1959 and 1960 Boards of Directors at the Fairmont Hotel.

London succeeds Jack H. How, President of Western Machinery Co. and Western Knapp Engineering Co.

Elected first vice president of the Chamber for 1960 was O. R. Doerr, Vice President in Charge of Sales, Pacific Gas & Electric Co.

Other officers: B. F. Biaggini, Jr., Vice President, Executive Department, Southern Pacific Co., elected Second Vice President; George F. Hansen, Vice President-Secretary, Matson Navigation Co., elected Third Vice President.

G. L. Fox, General Manager of the Chamber, re-elected Fourth Vice President; Willis M. Holtum, Manager, Western Division, City Mortgage Department, Equitable Life Assurance Society of U. S., re-elected Treasurer; William A. Carroll, attorney and 1959 President of the San Francisco Junior Chamber of Commerce, elected Assistant Treasurer; and Miss Marie A. Hogan, re-elected Secretary.

Beach Legislation Approved

State legislation which would reallocate \$200,000 from the \$900,000 State fund now available to San Mateo County for acquiring land to develop its Thornton Beach facilities has been approved by the San Francisco Chamber of Commerce Board of Directors, according to G. L. Fox, General Manager.

Action followed the recommendation of the Chamber Civic Development Committee, Arthur J. Dolan, Jr., Vice President and Sales Manager of Blyth & Co., Inc., Chairman; and the Chamber Regional Problems Section, Thomas F. Casey, Jr., Cahill & Casey, Chairman.



HAPPY TREE PLANTING—100 camphor trees recently were placed along Chestnut Street between Broderick and Fillmore by the Marina Merchants Association under the sponsorship of the Chamber and the Department of Public Works. Shown with Satoru Iwamasa (kneeling, right), Marina Florist who planted the trees at cost, with expenses prorated among merchants, are (left to right) Tom Spears, President of the Association; James Tallerico, James Bros. Shoe Repair; Sandra Spitzer, Owner of Robinson's Dress Shop; J. M. Archibald, Manager, San Francisco Federal Savings & Loan; and Bill Mauel, American Trust Co.

Factory Projects Total 1,135 in S. F. Bay Area

A total of \$249,342,558 was committed for 1,135 factory projects in northern California for the first 10 months of this year, according to the Industrial Department of the San Francisco Chamber of Commerce.

San Francisco committed \$5,962,000 for 149 projects—including \$4,801,000 for 100 expansions and \$1,161,000 for 49 new plants.

The figures:

INDUSTRIAL EXPANSION REPORT			
Cumulative Totals for the First Ten Months			
<i>San Francisco</i>			
49 New Plants	185 Jobs	\$	1,161,000
100 Expansions	449 Jobs		4,801,000
149 Projects	634 Jobs	\$	5,962,000
<i>Bay Region</i>			
229 New Plants		\$	23,776,930
698 Expansions			190,009,788
927 Projects		\$	213,786,718
<i>Northern California</i>			
276 New Plants		\$	30,768,330
859 Expansions			218,574,228
1,135 Projects		\$	249,342,558
October, 1959			
<i>San Francisco</i>			
3 New Plants	13 Jobs	\$	28,500
10 Expansions	20 Jobs		260,000
13 Projects	33 Jobs	\$	288,500
<i>Bay Region</i>			
19 New Plants		\$	1,121,400
57 Expansions			14,113,230
76 Projects		\$	15,234,630
<i>Northern California</i>			
22 New Plants		\$	1,317,400
64 Expansions			14,743,330
86 Projects		\$	16,060,730

Mining Industry "Very, Very Sick," State Economic Head Tells Chamber Forum

California's mining industry is "very, very sick indeed," Dr. Stanley Crook, deputy commissioner of the California State Economic Development Agency, told representatives of the State, the San Francisco Area World Trade Association, the mining industry, a committee of manufacturers, and a domestic trade committee in a recent meeting at the Chamber.

The groups met at the request of Governor Brown to discuss the effects of foreign imports on the State's mining, manufacturing and other related industries.

"The mining industry has been in a critical condition since 1955," Dr. Crook pointed out, "and the Governor is keenly interested in the interrelationship of our state and national economy and the impact of foreign imports."

Also representing Governor Brown was DeWitt Nelson, director of natural resources.

Jack H. How, president of the Chamber and president of Western Machinery Company, stated that "the non-ferrous mining industry has become almost non-existent.

"It is an example, a forerunner of what might happen eventually to manufacturing itself in this state," he continued. "Weighed against its fate and the fate of the state's industrial economy is the fact that international trading offers a great volume of employment and the fact that exporting and importing are vital to our economy."

World trade spokesman James S. Baker, James S. Baker Company, said that "what mining needs is something in the nature of a direct subsidy to sustain it.

"The mining industry employs a total of 41,000 persons in California and 51 per cent of them are employed in the oil extraction business.

"World trade is a billion-dollar industry," he continued. "This two-way trade of California ports can be adversely affected if the State decides to impress restrictive policies on foreign commerce. The mining industry being marginal, needs a basic subsidy to sustain it."

Jack Gomperts of Jack Gomperts Company, Importers & Exporters, warned that California's great agricultural industry "might lose much by retaliatory tactics." He pointed out that dried fruit exports of the State amount to some \$30 million to \$40 million annually with Japan and Europe, "countries with protective tendencies" and its main markets. He stated that California fruit interests "unanimously oppose restrictions."

"There is no sympathy anywhere for the mining industry," S. H. Williston, chairman of the Chamber Mining committee and vice president of Cordero Mining Company, declared.

"Undercutting costs, and an influx of foreign materials hurt . . . other industries also are hurting, such as the hardwood and plywood and the tuna fishing industries.

"Our imports are increasing and exports declining.

"National exports have fallen from \$20 billion to \$15 billion and imports have risen from \$10 billion to \$14 billion. If this adverse imbalance continues, sooner or later the country will be in trouble."

J. A. Crooks, Manager of Sales, Bethlehem Steel Corporation, Pacific division, representing the Chamber Manufacturers Committee,

said that "California's industrial community is vulnerable to foreign trade.

"Oil, lumber, fishing, mining and manufacturing industries must be protected by such devices as the Buy American Law in order to sustain themselves. California's steel industry, which invested some \$750 million in expansion and modernizing since World War II, has much at stake.

"We must compete with foreign steel interests which can undercut us anywhere from 10 to 30 per cent."

I. M. White, vice president and general manager of Pelton division, Baldwin-Lima-Hamilton Corporation, stated that his company, which has a \$4 million annual business in hydraulic turbines, "once had a good market abroad, but it has all but vanished." White estimated his company has lost about \$25 million to foreign competition in the last ten years.

"Foreign products in this field are generally every bit as good and often better," he said. "Competing under unequal labor conditions is simply out of the question."

Others attending were R. Schmidt, Mohns Commercial Company, Importers & Exporters; Phil Bradley, Jr., chairman of the State Mining Board; Louis Huelsdonk, president of Best Mines and a member of the State Mining Board; Bert C. Austin, consulting mining engineer, a member of the Mining committee of the Chamber and the State Mining Board; George A. Vosper, sales manager, Ralphs-Pugh Company and vice chairman of the Chamber Manufacturers committee; C. L. Fox, Chamber general manager; Sidney H. Keil, manager of the Chamber Domestic Trade department; and James P. Wilson, manager, Chamber World Trade department.

Coast Shipbuilders Unite

Chief result of the Shipbuilding Conference, held at the Fairmont early this month, was the formation of the Western Shipbuilding Association, according to George F. Hansen, Vice President-Secretary of Matson Navigation Co. and Chairman of the Chamber's Shipbuilding and Ship Repair Committee.

Louis Ets-Hokin of Ets-Hokin & Galvan, is President of the group; Thomas A. Rotell, Executive Secretary of the Pacific Coast Metal Trades Union, Secretary; and Robert E. Mayer, Pacific Coast Sales Manager of Todd Shipyards Corporation, Treasurer.

S. F. Parking Maps Issued

More than 50,000 maps of San Francisco's off-street parking facilities in the city's central business district—compiled by the Chamber and the San Francisco Garage and Parking Association, Inc.—are being distributed initially to Christmas shoppers by merchants in downtown stores.

The map, drawn in the San Francisco Department of City Planning, shows the central business district parking area, parking lots (including service stations) and parking garages.

Additional quantities of the map will be distributed throughout the year.

Hitting the High Spots

with JIM WARNOCK



VAN NESS VIEW—Masae Smotkin looks on as Frank Dobashi, manager of Nikko Sukiyaki Restaurant, Van Ness Avenue and Pine Street, trims one of the trees that adorn the sidewalk in front of the establishment, pointing up his co-operation in the continuous campaign of the Chamber and the Tree-Planting Division of the Department of Public Works to beautify the city through planting more trees and shrubs. Tree planting booklets can be obtained by the public by enclosing 10c in a self-addressed envelope to either the Department of Public Works' Tree-Planting Division (attention

Brian Fewer) or to the Domestic Trade Department of the Chamber, 333 Pine Street.

FORMATION of the San Francisco Radio Association, comprised of 13 AM radio stations in the San Francisco-Oakland Bay Area, has been announced by William E. Nichols, General Manager of KFRC, to "present aggressively the story of radio as a vital advertising medium in the ever-growing Bay Area, the sixth largest Metropolitan area in the country." William D. Shaw, KSFO, is President; Maurice E. Webster, KCBS, Vice President; Morton J. Wagner, KYA, Secretary-Treasurer. . . .

CHINESE NEW YEAR will be highlighted by a four-day New Year Festival in Chinatown February 4-7 under the auspices of the Chinese Chamber of Commerce. The first day of the Year of the Rat—the year 4,568 in the ancient Chinese calendar—Thursday, January 28, will signal a chain of private banquets and family gatherings. The block-long Golden Dragon will breathe fire in the Chinese New Year parade Saturday night, February 6. . . .

NORTH BEACH'S "CARNEVALE" will be expanded in 1960, according to Boyd Puccinelli, Chairman. The third annual festival will be held February 27 and 28, featuring parades, puppet shows, musical entertainment and costumes in a pre-Lenten carnival. . . .

GALA PREMIERE of Metro-Goldwyn Mayer's colossal production of "Ben Hur" will be held Tuesday, December 22, at 8 p.m. in the Coronet Theatre, 3575 Geary Blvd. William Wyler's presentation of the classic will take four hours to show. . . .

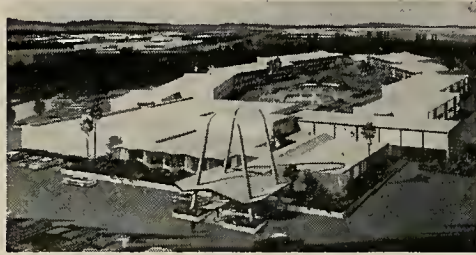
F. MARVIN PLAKE, former Vice President of Cumerford Corporation, Kansas City, has been appointed Executive Director of the Pacific Area Travel Association, according to Sam N. Mercer, Assistant Vice President of American President Lines and First Vice President of PATA. Plake succeeds George M. Turner who has joined Orient and Pacific Lines Agency, Inc., as North American Sales Manager. . . .

A SPECIAL RESOLUTION, asking Governor Brown to include legislation for control of motor vehicle exhausts in the 1960 State Legislature's special session, has been approved by the Bay Area Air Pollution Control District Board of Directors. Board member Francis Dunn introduced the resolution. . . .

ADMIRAL A. G. COOK, USN (Ret.), San Francisco Civil Defense Director, is new Chairman of the Civil Disaster Advisory Committee of the County Supervisors Association of California, according to President C. W. Bradbury of Carpinteria. . . .



MERCHANTS ELECT OFFICERS—The Retail Merchants Association, Chamber affiliate, has elected its 1960 officials. Left to right are: George E. Chaquet, Vice President of Sherman Clay & Co., First Vice President; Harold V. Starr, Manager of the Civic Development Department of the Chamber, Managing Director; George E. DeBonis, President of the City of Paris, Second Vice President; and Paul Elder, Jr., of Paul Elder & Co., President.



ADDING GRACE to the International Airport, the \$3.6 million Hyatt House recently was opened to the public. The "fly in" hotel was built on a 10-acre site north of the Broadway-Burlingame overpass of the Bayshore Freeway. The ultra-modern 300-room hotel, a "home-from-home for in-a-hurry travelers," has a swimming pool of Olympic size, an "Executive Club," one of the most modern kitchens in America, an electronically-handled telephone system, recreation facilities, two excellent cocktail lounges, free 24-hour limousine service from the airport and, the most important asset of all, the hospitality of the "Hyatt House smile."

C. FRED BORDEN has been appointed Executive Vice President of Kaiser Steel Corporation, according to Jack L. Ashby, President. . . .

SAN FRANCISCO has been selected as headquarters for International Aviation Underwriters, Inc., "because California has the heaviest concentration of personal and business aircraft of any state, and because aviation is the single largest industry in the state," according to C. Anthony Winsor, President. The company began operations in November with headquarters in the Russ Building serving 13 Western states. . . .

J. R. DANT, PRESIDENT, States Steamship Company, San Francisco, has been elected Vice Chairman of the Committee of American Steamship Lines. . . .

PACIFIC MOTOR TRUCKING COMPANY, recording less than two highway accidents for every million miles, won the 28th National Fleet Safety Contest conducted by the National Safety Council.

CITIZENS FEDERAL SAVINGS and Loan Association will open its Chinatown branch office at 1004 Grant Avenue in the spring, according to F. Marion Donahoe, President. James H. Loo, President of the Sam Yip Benevolent Association of the famed Chinese Six Companies and a Director of the Chinese Chamber, will manage the branch. . . .

TWENTY BAY AREA firms are among 23 companies and research centers sharing the \$1.5 million in new defense business, Col. L. H. Harrison of the San Francisco Ordnance District, reports. Local firms will produce approximately 95 per cent of the items contracted for various defense agencies. . . .

HENRY J. WALKER, Assistant to the President of Southern Pacific Company, has been elevated to a vice presidency of the company. . . .

UNIVERSITY OF HAWAII will hold its seventh session of an Advanced Management Program this summer. . . .

BON APPETIT Magazine has been acquired by Home Publications, Inc., with business offices now at 85 Post Street. Edgar A. Seymour of San Francisco, founder of *Western Family Magazine*, is returning to the publishing business as Executive Vice President and General Manager of Home Publications. . . .

LARGEST EXHIBIT space sale in 50 years of boat show history has been negotiated by the San Francisco National Sports and Boat Show, to be held March 4-13 at the Cow Palace. Over 7,500 square feet of display space has been purchased by the Aluminum Company of America, Kaiser Aluminum & Chemical Corporation and Reynolds Metals Company. . . .

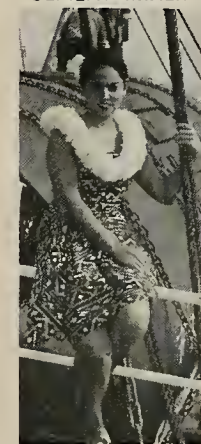
ENORMOUS TRAFFIC FATALITY and injury totals in California for the past 10 years have reached alarming proportions, according to the National Automobile Club. There have been 29,529 fatal traffic accidents and 764,368 injuries in the past decade. Bart Stewart, General Manager of the Automobile Club, warns "With registrations expected to top 7.3 million for 1959, the totals can be expected to be pushed even higher." . . .

WILLIAM J. BIRD, former Executive Vice President of the Greater Boston Chamber of Commerce, is Western Vice President of John Hancock Mutual Life Insurance Company, with headquarters in the company's new Western Home Office in San Francisco. . . .

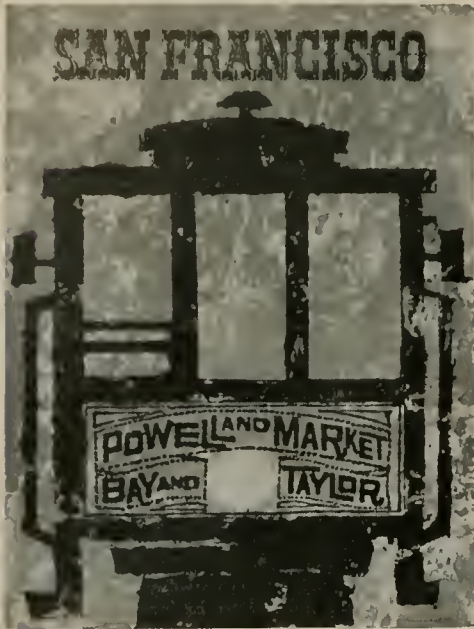
CHRISTIAN DE GUIGNE, Board Chairman of Stauffer Chemical Company, heads the 1960 Bay Area Science Fair Advisory Board, succeeding Alfred B. Layton, Chairman of the Finance Committee of Crown Zellerbach Corporation. De Guigne announces that the Fair will be held April 2-6 at the Academy of Sciences in Golden Gate Park and will be free to the public. . . .

USED TEXT BOOKS that residents of northern California wish to donate to foreign schools in the Western Pacific area can be mailed or delivered locally to Hangar No. 2, Treasure Island, San Francisco 30; or Bldg 104, Naval Shipyard, San Francisco 31. . . .

"CEMENT MIXER"—Martha Cook of the Hawaii



Visitors Bureau perched on the railing of the HAWAIIAN PILOT as the first sections (background) were being loaded recently in San Francisco for shipment to Honolulu by the Permanente Cement Company. The initial cargo consisted of kiln section (a kiln is one of the largest pieces of moving machinery in the world, 450 feet long, 14 1/2 feet in diameter) and other basic cement-making machinery. The entire shipment is comprised of 2,700 measurement tons and require three shiploads.



S.F. POSTER . . . gets worldwide distribution . . .

Bank of America Lauded For Distribution of S. F. Travel Posters

Bank of America N.T. & S.A. has been commended by Directors of the Chamber for providing 5,000 San Francisco travel posters for distribution throughout the world by the Chamber Publicity Department.

The commendation followed a recommendation of the Publicity Committee, John R. Little, Vice President of Foote, Cone & Belding, Chairman.

Increase in Heart Surgery Causes Drain On Irwin Blood Bank

An increase in open heart surgery is causing a serious drain on the Irwin Memorial Blood Bank.

About 30 heart operations per month—each requiring a heart-lung machine and from 12 to 20 units of freshly drawn whole blood—are performed by surgeons in San Francisco.

Blood donations may be made at the Irwin Memorial Blood Bank of the San Francisco Medical Society, 270 Masonic Avenue, JORDAN 7-6400.

San Franciscana

TRADER VIC'S ADDS
TO S. F.'s LUSTRE

"Trader Vic" Bergeron—named "Ambassador Extraordinary" of the San Francisco Chamber of Commerce because the distinguished food, grog and South Seas decor of his restaurants have enhanced the city's international reputation as a gourmet's paradise—makes a battered quonset hut in an alley off Taylor Street headquarters for a select group of superb restaurants from Seattle to Havana.

The hut is the hub and main office of his many enterprises—located in Seattle, Oakland, Los Angeles, Portland, Denver, Chicago and New York. The complete and intricate operation is under the personal direction of "Trader Vic" himself who, in 25 years in the restaurant business, has parlayed his humble hamburger stand on San Pablo Avenue in Oakland into a business anticipating annual sales of more than \$10 million.

Everywhere his restaurants go, a bit of San Francisco tags along. Chefs and managers for the Trader Vic empire are first tested and trained at 20 Cosmo Place, San Francisco, and they return annually to brush up on their techniques. As a result, a guest at The Trader's in Chicago's Palmer House or Trader Vic's in New York's Savoy Hilton, is very likely to be regaled with the charms of the City by the Golden Gate.

Trader Vic's Polynesian, Continental and Cantonese dishes and his colorful and potent rum drinks are a topic of conversation from Helsinki to Haiti, adding greatly to the city's already distinguished reputation as a gourmet capital. Also enhancing the city's fame are Trader Vic's cook and drink books—as popular in New Orleans and Washington, D. C., as in the San Francisco Bay Area.



"Trader Vic" and Jack H. How

"Trader Vic" is just that—a trader. Many items of foodstuffs, curios and native

artifacts, gathered from all over the world, are displayed in his showcases. Items for sale also include seasonings, spices, sauces, salad dressings, barbecue glazes, exotic foods and special rums and brandies.

In deference to the hordes of natives and tourists who flock to 20 Cosmo Place nightly, Trader Vic has, for the first time, opened his establishment for lunch. Brethren of the business world now relax in a lush South Seas atmosphere, enjoying at lunch-time the same food and service which HOLIDAY Magazine has awarded national recognition every year since Trader Vic's opened its doors.

Thus, Trader Vic joins the distinguished and select company of Herb Caen, Cyril Magnin, Louis Lurie, Russ Hodges, Lon Simmons, Jaime del Valle,



Gus Gourmet

Tom Tully, Warner Anderson and others, in receiving the "Ambassador Extraordinary" award of the Chamber for his zeal in telling the nation the San Francisco story.

World Traders Issue "Who's Who in International Business"

A "Who's Who in International Business in the San Francisco Bay Area" has been issued for the first time by the San Francisco Area World Trade Association and the San Francisco Junior World Trade Association. affli-

ates of the Chamber.

Included in the 92-page booklet, to be revised and re-issued annually, are roster lists of individual members of both associations, officers, committeemen, and past presidents.

BAY REGION BUSINESS

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

JACK H. HOW, President

C. L. FOX, General Manager

M. A. HOGAN, Secretary

JAMES D. WARNOCK, Executive Editor

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